POPULAR

FEININGER on Still Life — Pictures After Dark

PHOTOGRAPHY

AUGUST 1947 ★ 25 CENTS

ANDRE DE DIENES

Peak of color perfection!

NATURE is the perfect colorist!

And true-color Ansco Color Film is the faithful interpreter of her delicate, subtle tones.

This ability to record gorgeous natural color has convinced many photographers (as it will convince you) that when beautiful, lifelike reproduction of color values is important, Ansco Color Film is a wise selection.

And easy-to-do processing—carried out in your own darkroom—allows you to see your finished transparencies *in 90 minutes!*

Get a roll of Ansco Color Film today. Try *natural-color* photography. Supplied in 120 and 620 rolls, 35mm magazines and standard sheet sizes. Also in rolls for 16mm movie cameras. **Ansco, Binghamton, New York.**

Ask for **ANSCO** *color film!*

ANNOUNCING

"DEFENDER VELTURA"

Here is a new, perfected projection paper that recaptures all of the warmth and quality of your most treasured, heart-warming pictures. Laughter or tears, the tenseness of dramatic action or the serenity of a calm pastoral, "Defender Veltura" projection paper is suitable for the reproduction of the emotions you capture in a great picture . . . a paper that is sensitive to all the shades of meaning that light creates . . . a paper that is balanced to the emotion and the character of your subject. Years of research and experience are combined in this paper to give you all those subtle print qualities you have always sought but have never been quite able to achieve on an ordinary paper.

Here is a paper that is matched to your greatest negatives. Your "Defender" dealer now has "Defender Veltura" in stock. Ask for the blue and yellow package.

DU PONT
Defender

E. I. DUPONT DE NEMOURS & COMPANY, (INC.),
Photo Products Department, Wilmington 98, Delaware

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

POPULAR
PHOTOGRAPHY

Managing Editor: **Frank Fenner, Jr., ARPS, APSA**
Eastern Editor: **Bruce Downes**
Technical Editor: **Robert L. McIntyre**
Associate Editors: **John Alden, Jacquelyn Judge**
Assistant Editor: **Ira S. Glick**
Photographers: **Walter Steinhard, Arthur Haug**
Advertising Manager: **Herbert E. Hayden**

AUGUST, 1947

VOLUME 21, NUMBER 2

Pix Quiz . . . . . By Popko 20
Beachcomber with a Camera . . . . . By Andreas Feininger 44
If It's in Color . . . . . By Don Storing 47
Pictures at Night . . . . . By Shep Shepherd 50
The Film to Fit the Subject . . . . . By Wendell Merrill 52
Pictures at 500 M.P.H. 56
The ABC's of Enlarging . . . . . By Joseph Foldes 58
We Introduce . . . Suzanne Szasz 61
The Man Who Established Photography . . . . . By Eli Willis 62
How to Keep Your Horizon Level . . . . . By Eric Wahleen 79
A Home-built Reflector to Lighten Shadows . By John J. Horton 81
Amateur Movie Section 117
Clever Titling . . . . . By George Carlson 117
In Home Movies the Time Is Now . . . . . By Whit Hillyer 118

SUMMER PICTURES 64-74

In the spring a young man's fancy may lightly turn to thoughts of love, but come summer, he'll be taking her picture. Summertime certainly seems to be cameratime, and so we felt that a selection of summer photographs was appropriate this month.

Press 16
The Magazines 16
Popular Photography's Traveling Salons . 20
Candid Shots by the Editor 40
Trade Notes and News 82
Notes on the Picture Section 84
Bruce Downes—Let's Talk Photography . . 99
Pease Discusses Types of Photographers . 110
New Home Movies 126
Calendar of Photographic Exhibitions . . 144
Measuring Incident Light for Color . . . 146
New Books 162
Camera Clubs 164
Contests and Markets 178

COVER BY ANDRE DE DIENES. SEE PAGE 84.

POPULAR PHOTOGRAPHY, including Amateur Cinematography, Trade Mark Registered. Combined with Prize Photography Magazine, formerly Everyday Photography.

BRANCH OFFICES: New York Office: C. R. Tighe, Manager Eastern Division, Empire State Building, New York 1, N. Y. Los Angeles Office: William L. Pinney, Manager Western Division; Gaither Littrell, West Coast Editor, 815 South Hill St., Los Angeles 14, Calif. Washington Office: Fred Hamlin, Manager, International Building, 1319 F. Street, N. W., Washington 4, D. C.

ASSOCIATED COMPANIES: Ziff Davis, Ltd., Grampians Bldg., Western Gate, London, W.6, England. Ziff-Davis-Patel, Ltd., 190 Hornby Road, Bombay, India.

COPYRIGHT, 1947

ZIFF-DAVIS PUBLISHING COMPANY
185 N. Wabash Ave., Chicago 1, Ill.

WILLIAM B. ZIFF
Chairman of the Board and Publisher

B. G. DAVIS
President and Editor

Vice-Presidents: **GEORGE BERNER,** Advertising and Sales Director
MICHAEL H. FROELICH, Editorial Director
H. J. MORGANROTH, Production Director
H. G. STRONG, Circulation Director

ARTHUR T. PULLEN, Secretary-Treasurer **HERMAN R. BOLLIN,** Art Director

Member Audit Bureau of Circulations

POPULAR PHOTOGRAPHY is published monthly by the Ziff-Davis Publishing Company at 185 N. Wabash Ave., Chicago 1, Ill. Entered as second-class matter July 30, 1937, at the Post Office, Chicago, Ill., under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.

SUBSCRIPTION RATES: in U. S., Canada, Mexico, South and Central America and U. S. Possessions, $3.00 for twelve issues; in British Empire, $4.00; all other foreign countries, $4.00 for twelve issues. Subscribers should allow at least two weeks for change of address. All communications about subscriptions should be addressed to the Director of Circulation, 185 N. Wabash Ave., Chicago 1, Ill.

CONTRIBUTIONS: Contributors are advised to retain a copy of their manuscripts and illustrations. Contributions must be accompanied by return postage and they will be handled with reasonable care, but this magazine assumes no responsibility for their safety. Any copy accepted is subject to whatever adaptations and revisions are necessary to meet the requirements of this publication. Payment covers all author's, contributor's and contestant's rights, title, and interest in and to the material accepted and will be made at our current rates upon acceptance. All photos and drawings will be considered as part of the material purchased.

SAVE

Pay less at PENN. Get more for your money at PENN. For example PENN'S price-grinding, volume-buying policy brings you "Smoothie", a whale of a tripod top at a whale of a low price.

(½ Actual Size)

HERE IS "Smoothie"

THE AMAZING TURN-TILT TRIPOD TOP

A $6.50 VALUE

Penn's Price-Grinder Offers It At.....

2.95 *Exclusive with Penn*

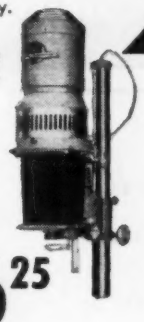
Your money back if at, even double the price, you can duplicate "Smoothie's" remarkable features in any other unit on the market. It has a s-m-o-o-t-h friction-fit tilt movement to full 90 degrees for vertical shooting. It has a s-m-o-o-t-h ball-bearing pan movement. It has etched markings in degrees of rotation. It has a positive independent pan lock. It has an 8½ inch arm extension for s-m-o-o-t-h pan and tilt control with tilt lock. That's "Smoothie", folks, a lightweight, sturdy, all-metal aluminum alloy tripod top, to fit any camera — any tripod. In attractive satin black indestructible anodize finish. There'll be a demand for this "job"... so rush that order today.

DeJUR "PROFESSIONAL" 4 x 5 VERSATILE ENLARGER

Sells regularly without lens for $166.25

Penn's Price-Grinder Offers It —

WITH COATED 5½" F4.5 LENS WORTH AT LEAST $40.00 AT $166.25



This is DeJur's super enlarger. LOOK! Interchangeable lensboard. Interchangeable negative carrier. Removable condensers. Heat absorbing filter. Cool lighthouse. Precise focusing. Distortion control. Graduated tilt scale. This is a ***PENN RECOMMENDED BUY.***

AND . . .

Remember, with every enlarger, camera, or other operational equipment you buy . . . you get PENN'S now famous

GUARANTEE BOND

This means you get all repairs and adjustments required with normal use, ABSOLUTELY FREE OF CHARGE for an ENTIRE YEAR.

"CYCON" CONTACT PRINTERS

5x7" Model Sold Regularly for $25.95 less bulbs

Penn's Price-Grinder Offers It At. . . $12.50

A "Cycon" cyclone money-saver that Penn's mighty, mighty proud to offer. Makes prints up to 5 x 7 inches. Adjustable margins. All-metal construction. Buy it . . . try it . . . you'll be glad you did.

Prices quoted are exclusive of shipping charges but include Federal Tax

Penn Camera

126 WEST 32nd STREET • NEW YORK CITY 1, N. Y.

THE CAMERAS ARE COMING hurray! hurray!

and projectors, enlargers, meters, accessories too!

THIS MONTH'S SPECIALS!

CRAIG JR. SPLICER, LIST $4.50	SPECIAL $ 3.60
CRAIG 16mm SILENT & SOUND PROJECTO-EDITOR, COMPLETE WITH MASTER RE-WIND ARMS & SR. SPLICER, LIST $87.50	SPECIAL 69.50
THALHAMMER DELUXE TRIPOD WITH PAN-HEAD, LIST $40.75	SPECIAL 29.50

EXTRA!

EASTMAN KODAK SERIES VII FILTERS	SPECIAL $1.95
KODAK DARKROOM TIMER	SPECIAL 6.20
BROWNIE SAFELIGHT LAMP MODEL D	SPECIAL 2.70

CAMERAS

Micro 16	$ 29.50
35mm Argus C-3 with flash unit and case	70.33
35mm Mercury II, f/2.7 (equal to new)	59.50
35mm Perfex De Luxe, f/2.8	89.50
35mm Vokar, f/2.8	89.50
35mm Clarus, f/2.8	116.25
New Stereo Camera, 35mm Film Just Arrived, Jules Richard Verascope 40	450.00
35mm Stereo Realist	162.50
35mm Bolsey, f/2.9	367.00
35mm Bolsey, f/1.8	536.00
35mm Zeiss Tenax II, f/2.8	159.50
35mm Zeiss Tenax II, f/2	197.50
Super Ikonta A Special, f/3.5	161.25
Super Ikonta B, f/2.8	225.00
2¼x2¼ Argoflex, with case	69.63
2¼x2¼ Automatic Rolleiflex with case	300.00
2¼x2¼ Rolleicord with case	165.00
2¼x2¼ Ikoflex III, f/2.8 with case	350.00
2¼x3¼ Busch Pressman (new model) less lens	73.40
2¼x3¼ Medalist I (equal to new)	195.00
New Voigt, 2¼x2¼, coated f/4.5 E. R. Case, exposure meter and filter	49.50
4x5 Nu-Vue All Metal Press Camera	59.50
4x5 Korona Commercial View Camera	55.00
4x5 Graphic View Camera	130.00
5x7 Deardorf Commercial View Camera	136.00
8x10 Korona Commercial View Camera	70.00
8x10 E. K. 2D View Camera with case	133.50

2¼x3¼, 3¼x4¼, 4x5 Crown & Graphic Cameras available with your choice of lenses and accessories. Write in for specifications.

BINOCULAR SPECIAL!

BRAND NEW 6x30 WOLLENSAK BINOCULARS, COATED OPTICS, DELUXE CASE, LIST $72.50 ..... SPECIAL $59.50

NEW SLIDE PROJECTORS

Vokar	$ 14.85
Kodaslide I	21.10
Kodaslide IIA	47.50
Spencer MK-200 with case	35.00
Spencer MK-300 with blower & case	86.00
Morton 100 watt Projector	27.50
Arguslide Projector	27.50
S.V.E. Model RK with case	35.95
S.V.E. Model AK with case	62.90
S.V.E. Model AAA with case	80.00
Goldi Manumatic	54.86
Ampro Slide Projector with case	64.20
Bell and Howell Duo Master, 300 watt with case	130.00
Bell and Howell Slide Master, 1000 watt with case	335.00
Kodak Master Proj. and case	161.00

NEW 8mm MOVIE CAMERAS

8mm Universal Cinemaster, f/2.5	$ 66.65
8mm Revere, f/2.5	77.50
8mm Revere Turret, f/2.8	110.00
8mm Revere Magazine, f/2.5, Model D	127.50
8mm Bolex L-8, Kern f/2.8	139.50
Bell & Howell Sportster f/2.5	102.61
Bolex H-8, less lens	265.00
Bolex H-8, Wollensak ½" f/1.9	321.55
Bolex H-8, Switar ½" f/1.5	425.42
Briskin 8mm Magazine, f/2.5	114.43

LEICA CAMERAS

Leica IIIc—Summitar f/2	$392.00
Leica IIIc—Summar f/2. Special	299.50
Leica IIIc—Elmar f/3.5	297.50
Leica IIIb—Summitar f/2	345.00
Leica IIIb—Summar f/2	275.00
Leica IIIa—Summar f/2	250.00
Leica II—Elmar f/3.5	149.50
Leica Standard—f/3.5	64.50

LEICA LENSES AND ACCESSORIES

28mm Hektor f/6.3	$122.00
35mm Elmar f/3.5	106.75
73mm Hektor f/1.9	195.00
85mm Summarex f/1.5	495.00
90mm Wollensak f/4.5	99.00
90mm Elmar f/4	117.50
90mm Thambar f/2.2	195.00
127mm Wollensak f/4.5	129.00
135mm Elmar f/4.5	129.00
135mm Hektor f/4.5	149.50
200mm Telyt f/4.5	392.00
300mm Astro f/5	375.00
400mm Astro f/5	490.00
500mm Astro f/5	565.00
Vidom Finder	48.00
Image Erecting Universal Finder	87.50
Abbey Autoset Flash for Leica	50.00
Mendelsohn Universal Flash for Leica	37.85
Leitz VIII Flashgun	63.50

CONTAX CAMERAS

Contax III—Sonnar f/1.5 with Eveready Case	$398.50
Contax III—Sonnar f/2 with Eveready Case	345.00
Contax II—Sonnar f/1.5 with Eveready Case	352.50
Contax II—Sonnar f/2 with Eveready Case	299.00
Contax I—Sonnar f/2 with Eveready Case	187.50

CONTAX LENSES AND ACCESSORIES

28mm Tessar f/8	$125.00
35mm Orthometar f/4.5	195.00
35mm Biogon f/2.8	285.00
85mm Triotar f/4	145.00
85mm Sonnar f/2	292.50
135mm Sonnar f/4	185.00
180mm Tele Tessar f/6.3	255.00
180mm Sonnar f/2.8	395.00
300mm Tele Tessar f/8	350.00
300mm Astro f/5	405.00
400mm Astro f/5	520.00
500mm Fern f/8	725.00
Zeiss Universal Finder	110.00
Contameter for Models I, II & III	89.50
Mendelsohn Univ. Flash for Contax	37.85

KINE EXAKTA CAMERAS

Kine Exakta—f/2.8 with E. R. Case	$335.00
Kine Exakta—f/2 with E. R. Case	395.00
Kine Exakta—f/1.9 with E. R. Case	425.00

KINE EXAKTA LENSES

10mm Zeiss Wide Angle Lens	$265.00
105mm Zeiss Biotar f/2	295.00
75mm Zeiss Biotar f/1.5	295.00
105mm Meyer Triplan f/2.8	165.00
150mm Meyer Tele Megor f/5.5	149.00
150mm Schneider Tele Xenar f/5.5	149.00
180mm Zeiss Tele Tessar f/6.3	275.00
180mm Hugo Meyer Tele Megor f/5.5	195.00
250mm Schneider Tele Xenar f/5.5	272.00
300mm Astro f/5	395.00
640mm Astro f/5	675.00

NEW ENLARGERS

5x7 Elwood SP2	$113.85
35mm Leitz Focomat 1B	168.00
2¼x3¼ Federal 312, f/6.3	53.00
2¼x3¼ Federal 314, f/6.3	76.00
2¼x3¼ Federal 314, f/4.5	89.50
2¼x3¼ Sunray Arnold D, f/4.5	94.50
2¼x3¼ DeJur Versatile II, f/4.5	99.50
2¼x3¼ DeJur Versatile I	118.65
2¼x3¼ Kodak Precision A	116.67
4x5 Federal 450, f/6.3	112.50
4x5 National Cold Light	139.50
4x5 Kodak Precision B	157.50
4x5 DeJur Professional	166.25
4x5 Omega D-II	178.90
4x5 Omega D-II with color head	194.80

HARRISON LIGHT CORRECTOR SETS COMPLETE

Series V	$ 71.00
Series VI	80.00
Series VII	85.00
Series VIII	104.00

EXPOSURE METERS

Norwood Director	$ 75.00
Weston Master II and Case	29.50
G. E. DW-58 and Case	27.75
DeJur Auto Critic and Case	23.65
DeJur 5B and Case	17.05
Skan Meter and Case	14.75

Aremac camera co., inc.

1 EAST 43rd STREET, NEW YORK 17, N. Y.

MERIDIAN 4x5 PRESS CAMERA

$225.00

With 5½" f4.5 PARAGON LENS in No. 3 Universal shutter	$285.00
With 6½" f4.5 PARAGON LENS in liex Synchro-shutter, Kalart Rangefinder and Heiland Flash Gun	416.50
With 6" CARL ZEISS TESSAR f4.5 in Compur shutter. Hugo Meyer Rangefinder, Heiland Flash Gun, six 4x5 Cut Film Holders, Case, and accessories	447.50
With HUGO MEYER PLASMAT 6"-9"-11" lens f4.2 in Compur Shutter, Kalart Rangefinder, Kalart Focuspot, six 4x5 Cut Film holders, Case, Heiland Flash Gun, Sunshade, Filters and accessories	667.75
With CARL ZEISS TESSAR 6" f4.5 in Compur shutter, Schneider 9 cm. wide angle Angulon lens f6.8 in Compur shutter, Schneider 14" f5.5 Tele-Xenar in Compur Shutter. Twelve Cut Film Holders. 2 Film Pack Adapters, Heiland Flash Gun, 2 Flash Extensions, Case Sunshade, Filters and accessories	901.75
With 6" CARL ZEISS TESSAR f4.5 lens in Compur Shutter, Schneider 9 cm. wide angle Angulon lens in Compur Shutter, Schneider Tele-Xenar 14" f5.5 in Compur Shutter. Twelve Cut Film Holders, 2 Film Pack Adapters. Sylvania-Wabash battery portable electroflash unit, Case, Sunshade, Filters and accessories	1,104.50

NEW 16mm MOVIE CAMERAS

Magazine Lektro Camera, f/3.5 with case	$125.00
Magazine Lektro Camera with coated f/1.9 lens	195.00
Bell & Howell Auto Load, f/2.5	186.67
16mm Magazine Kodak, f/1.9	175.00
Bolex H-16, less lens	265.00
Bolex H-16, with 1" E.K. f/1.9	345.25
Bolex H-16, with 1" Switar f/1.4	448.75

8mm and 16mm MOVIE LENSES

9mm E.K. f/2.7 for Cine 8-90	$ 38.90
15mm E.K. f/2.7 and adapter	74.15
15mm Kern Switar f/2.7	78.50
16mm Schneider Xenar f/1.9 Wide Angle lens	149.50
17mm Wollensak f/2.7 Focusing Mount	62.50
1" E.K. f/1.9, C Mount	81.67
1" Kern Switar f/1.4	183.75
1" Schneider Xenar f/1.5	149.50
1½" E.K. f/2.5	65.10
1½" B & H f/3.5	55.85
2" E.K. f/1.6 and adapter	119.40
2½" E.K. f/2.7 and adapter	95.67
75mm Schneider Tele Xenon f/3.8	110.00
75mm Zeiss Sonnar f/4	139.50
4" E.K. f/2.7 and adapter	105.00
6" E.K. f/4.5 and adapter	118.42

NEW MOVIE PROJECTORS

8mm Universal 500 Watt	$ 63.50
8mm Revere DeLuxe	120.00
8mm DeJur 1000 Watt	159.50
8mm Ampro A8	168.00
8mm Bell & Howell	177.45
8mm & 16mm Bolex G8-16	331.00
16mm Kodascope 16-20	225.00
16mm Bell & Howell Showmaster	312.95
16mm Sound—Movie Mite	298.75
16mm Sound Kodascope, FS-10-N	450.00
16mm Sound Victor Model 60	468.00
16mm Sound Ampro 20	540.00
16mm Sound Natco	479.00
16mm Bell & Howell Filmosound	579.00

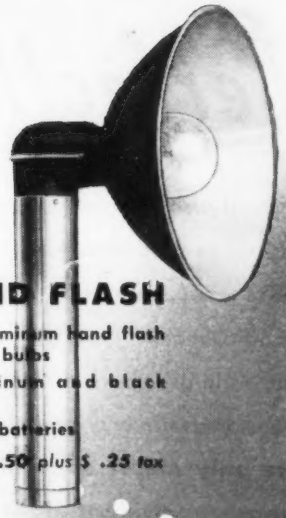
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

When Writing, ADDRESS MAIL ORDER DEPT., 1 EAST 43rd STREET, NEW YORK 17, NEW YORK

AREMAC BRANCHES

WEST COAST	LONG ISLAND	MID-MANHATTAN
9540 Brighton Way, Beverly Hills, Calif.	249 Fulton Ave., Hempstead, Long Island	1375 Broadway, New York City

EASTMAN KODAK, OMAG, & HARRISON FILTERS IN STOCK—ALL SIZES & COLORS—CARRYING CASES & EVEREADY CASES IN STOCK FOR ALL CAMERAS—DOMESTIC & IMPORTED; ALSO CASES FOR VIEW-CAMERAS & SPEED GRAPHICS.



PM HAND FLASH

- Streamlined aluminum hand flash unit for midget bulbs
- Brushed aluminum and black crackle finish
- Uses 2 dry cell batteries

List **$2.50** *plus* $ .25 *tax*

PM CONCENTRATING REFLECTOR

- Scientifically designed to obtain best possible results with midget bulbs in any standard synchronizer
- Brushed aluminum and black crackle finish

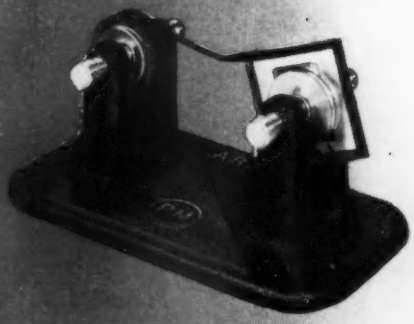
List **$1.95** *plus* **$.20** *tax*

6 PM "HITS" *from* AREL

PM MIDGET ADAPTOR

- The only streamlined adaptor for midget bulbs on the market
- For use with any synchronizer
- Attractive; aluminum and brass

List **$.50** *plus* $.05 *tax*



PM SLIDE BINDER

- For 35 mm, 2"x2" bantam and 2¼"x2¼" slides
- Easy to use; one hand operation for inserting tape or slide
- Light in weight but very sturdy

List **$5.95**

PM PROJECTOR STAND

- Exceptional rigidity maintained constantly as tubular aluminum legs are joined with screws rather than rivets
- Removable aluminum top for easy storage and portability

List **$19.95**

PM MOVIE TITLER

- All-purpose titler with 9"x12" Title Board
- Built-in attachments for all effects
- Complete with 2 reflectors, ground and clear glass title boards, adjustable copying lens, socket and cord
- For any 8 or 16 mm movie camera

List **$39.50** *plus* $3.95 *tax*

Arel

4916 SHAW AVE. ST. LOUIS 10, MO. • 235 MEYRAN AVE. PITTSBURGH 13, PA.

"No Substitute for Perfection"

In Hollywood improper exposure can mean thousands of dollars lost in a single day — that's why studio cameramen use the Norwood Director. Professional photographers the world over have acclaimed the Norwood Director as the only reliable light meter . . . **the only meter specially-designed to measure incident light correctly.**

Now you, too, can determine your exposures the *professional* way — by measuring incident light. Don't take chances. A lost shot due to improper exposure may mean a lost opportunity which can never be recaptured. Essential for color photography, the Norwood Director enables you to have perfect control at all times and to record colors with true perfection.

Have your dealer show you the new Norwood Director, or send 50c for fully illustrated booklet explaining theory of incident light.

"No Substitute for Perfection"

is a by-line with *Karl Freund,* *A. S. C., one of Hollywood's great directors of photography. For years Karl Freund has played an important part in the research and development of incident light measurement, and has tested thousands of exposures made with the Norwood Director.*

NORWOOD Director

INCIDENT LIGHT EXPOSURE METER

PHOTO RESEARCH CORP. • 15024 DEVONSHIRE STREET • SAN FERNANDO, CALIFORNIA

People who know horses are skilled in judging them – know how to analyze the points and pick the winners. Discriminating buyers of movie cameras who are well versed in the lore of cine photography are equally expert in selecting from among all small 8mm cameras the First Choice. Picked on points it is the Bolex Model L-8 every time.

Critical appraisal of a small 8mm camera should be based on: (1) ability to make sharp, steady pictures from the first frame to the last; (2) quality of mechanical design, materials, and workmanship; (3) consistent and dependable performance; (4) simplicity and ease of operation; and (5) appearance. Make the comparisons yourself – you will know then why the Bolex L-8 is overwhelmingly selected as the winner, a creditable companion to the Bolex H-16 and H-8 models already leaders in their respective classes.

The Bolex L-8 is the finest camera in the small double-eight field. Precise in operation and beautiful in appearance, it may be carried in a coat pocket or in a lady's handbag. It has many superior features, but why not stop at your photographic store and see the Bolex L-8 – make comparisons – then join the discriminating majority who have selected Bolex as First Choice.

BOLEX

AMERICAN BOLEX COMPANY, INC. • 521 FIFTH AVE., NEW YORK 17, N. Y.

GEORGE LEVINE & SONS

CAMERA *Bargains*

EXCLUSIVE!
ALL CAMERAS
SHIPPED PREPAID!
Write Dept. L (Other mdse. is F.O.B. Boston: include enough for parcel post, or we will ship express collect.)

LEVINE'S
PRICES ARE LOWER!

LIBERAL TRADE-IN ALLOWANCES!
10-DAY TRIAL! FULL GUARANTEE!

Budget Plan Available
10% DOWN
12 MONTHS to PAY
No extra charge on regular new merchandise

Reg. $27.50
CRAIG Rewind-Splicer
SURPLUS SPECIAL $19.75

VOKAR
Slide Proj. "D" Reg. $15.90 $9.95
"ND," Reg. $24.50 $14.95

Reg. $43.20
AMBOL TRU-PAN TRIPOD AND HEAD $25.00

Reg. $79.50
NEW-VUE
4x5 Press-View $49.50

Reg. $175
Nat'l Coldlite ENLARGER
4x5 Latest Model, color head $99.50

B & H EDITOR OUTFIT
SURPLUS SPECIAL $49.50

WAS $800
F8 AERIAL 5 x 7 Camera
15" f 5.6 Woll.
FOR ROLL OR CUT FILM $119.50

• BRAND NEW SPECIALS!

DARKROOM BAR
Compact wooden cabinet, built-in 5x7 printer, paper safe, ample shelf space. Reg. $46.00. *Special* $39.50

"FOTO-DYNE"
Remote Control Multi-Flash Unit..... $27.50

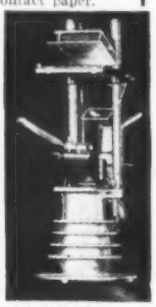
MERCURY II OUTFIT—Save $14.00!
UNIVEX MERCURY II, f2.7 coated, case, flash, shade, 3 filters, list $106.90, all for only $92.90

PERFEX DELUXE OUTFIT
New, latest, 1947 Improved Model! Perfex 55 "DeLuxe," f2.8 coated, cpld. r.f., E.R. Case, three filters, sunshade, 3 rolls film, total list $111.15 for only..... $99.50
YOU SAVE $11.65!
(Perfex flashguns available $8.75!)

ENLARGERS
OMEGA D-II 4x5 $178.90; with f5.6 lens $197.50
NATL. COLD-LITE 4x5, color head. 5" f5.6, Reg. $203.75. *Special*..... $119.50
DEJUR VERSATILE II 3¼x3¼, f4.5 coated. Reg. $126.90. *Special*..... $ 99.00
SOLAR 5x7, f4.5..... 131.29
SOLAR 45C, condensers, f4.5..... 189.50
ELWOOD 5x7, SP-2..... 101.97

National Mail-Order Distributors
APAC PROJECTION PRINTERS
A vertical Rapid Projection Printer—takes Memo-size to No. 116 strip or cut-film—for mass production of enlargements on contact paper.

New Latest 1947 Models
STANDARD $351 to $437
(Electronic Timer $90.25)
MASTER $470.25 to $555.75
with Electronic Timer, coated lens, and production table.



PRESTO "M" (Memo to 11⅛x14½), case $164.50
PRESTO "MC," Color Model, case $197.17
(Numerator for "M" or "MC," $31.25)
Write for literature

CAMERAS WANTED!!
Highest cash prices for desirable used cameras, etc., particularly for foreign imported cameras!! No dickering—no shopping around, no guesswork. Ship your camera today. We'll mail you a check for the exact dollars-and-cents value by return mail; or ship Railway Express Collect, insured, C.O.D., and marked: "Allow examination privilege."

BRAND NEW SPECIALS

LEVINE'S SPECIAL, folding roll-film camera. 8 exps. 2¼x3¼, f4.5, 1/25-1/150..... $ 37.50
AUTO-ROLLEIFLEX, f3.5, latest, case 300.00
ROLLEICORD IIa, f3.5, latest, case 165.00
KINE-EXAKTA, 3.5 Exaktar... 295.00
PLAUBEL MAKINA IIS, f2.9 Anticomar, Complete Standard Outfit 350.00
LEICA IIIc, f2 coated Summitar 392.00
LEICA IIIc, f3.5 coated Elmar.. 297.50
VERASCOPE 35mm Stereo, cpld. r.f. f3.5, case..... 395.00

FILMEL 9x12
DOUBLE CUT-FILM HOLDERS
To fit 9x12cm "plate" cameras.
A lightweight, all-metal, double-sided holder, as thin as one single holder — and lighter!
- Special built-in sheath: easier to load—and unload!
- Fits most standard 9x12cm cameras such as Zeiss Maximar, Ihagee Duplex, Bee Bee, Voigtlander Avus, Recomar, etc.
- Takes popular standard 3¼x4¼ cut-film.
- Durable — Rustproof — Guaranteed.

$3.95 (plus 32c tax)

CUT-FILM HOLDERS
9x12 double (uses 3¼x4¼)..... $4.27
6x9 double (uses 2¼x3¼ or 6.5x9). 3.50
9x12 single (uses 9x12)..... 2.25
2¼x3¼ graphic-type, 3¼x4¼, or 4x5 4.25
5x7 or 8x10 graphic-type..... 4.95

FILM PACK ADAPTERS
9x12 (uses 3¼x4¼)..... $5.75
6x9 (uses 2¼x3¼)..... 5.25

ACCESSORIES
HUGO MEYER Range Finders... $ 9.95
SAYMON BROWN Range Finders 6.95
F4.5 ANASTIGMAT 2" lens in shutter 1/25 to 1/200th for enlarging or camera. **SPECIAL**... 9.95
KILBORN Contact Paper, 250 sheets, 8x10, D.W. #2 matte, *Special* 4.95
H-F all-metal drum washer, Reg. $74.95, *Special* 59.50
SPRING-BACK 2¼x3¼ (for 6.5x9), or 3¼x4¼ (for 9x12), with focusing hood, converts "plate" cameras to press-graphic type.. 12.45
GOLDE Nu-Manumatic slide proj. 300W, blower 49.50
TIME-O-LITE Master, Reg. $19.50, **SPECIAL $16.75.** Prof., Reg. $24.50 **SPECIAL** 19.75
"Mini-Pro Jr." Tripod and head. 79.50

"PROF. JR." TRIPOD WITH HEAD AND CASE
5 yr. Guarantee
Reg. $183.75. *Special* $129.50

HELIO-FLASH
AC Hi-Speed Repeating Flash Unit Portable, 15 lbs. 12 mo. guarantee. Built-in photo-cell.
Reg. **$245.00.** SPECIAL $125.00

CAMERA REPAIRS—ALL MAKES

• LIKE-NEW SPECIALS!

ROLLEIFLEX, Standard, black, f3.5 Zeiss Tessar $159.50
GRAFLEX 5x7, used, no lens..... 39.50
BUSCH PRESSMAN, f4.5 lens, Compur Shutter, Kalart r.f., flash gun, excellent condition.. 139.50
ZEISS Protar Convertible lens outfit, eleven focal lengths from 7" to 18¾" including wide angle, in Volute shutter..... 250.00
BAUSCH & LOMB Protar Triple Convertible lens in Universal Shutter, 11⅞", 18⅞", 23¼".. 175.00
BUSCH Pressman, f3.5 Ektar in Supermatic 119.50
EXAKTA B, f2.8 Tessar, #127 reflex 135.00
KORELLE, f2.8 Tessar, #120 reflex 139.50

35MM BARGAINS

LEVINE'S "SUPER 35"
with new f3.5 Kodak Ektar lens in Comp. Rap., uses standard 35mm film, excellent for flash, focusing 15" to infinity. SPECIAL $49.50

LEICA II, f3.5, **$135.00**; III, f3.5, $159.50
LEICA IIIa, f2, **$225.00**; f3.5.... 175.00
LEICA IIIc, f1.5, **$385.00**; f2, **$275.00**; f3.5, **$197.50**; f2 Summitar 350.00
LEICA D (Russian) f3.5 lens, chrome, **$99.50**; with f2 lens.. 135.00
MERCURY II, coated f2.7, **$45.00**; case 4.50
CONTAX I, f2, **$175.00**; II, f2, **$275.00**; III, f1.5..... 369.50
SONNAR, f4 135mm lens (Contax) chrome 175.00
PERFEX "55," f2.8, **$59.50**; f3.5 49.50
PERFEX "44," f2.8, **$49.50**; f3.5 39.50
SUPER Baldina, cpld., f2.9 Comp. Rap. 85.00
RETINA I, f3.5 Ektar, Compur.... 75.00
TENAX II, cpld., f2.8 Tessar.... 149.75
JUBILETTE, f2.9 Compur..... 59.50
AGFA KARAT I, f3.5 Compur, body release 49.50
AGFA KARAT II, cpld. r.f., f2.8 Xenar, Compur, body release... 99.50
CONTAFLEX, f1.5 Sonnar, E.R. case 395.00
PRAKTIFLEX, f2, **$195.00**; f2.9.. 125.00
KINE-EXAKTA, f3.5, **$195.00**; f2.8, **$225.00**; f2..... 295.00

• SALE: LIKE-NEW ROBOTS
35mm film, 24 and more consecutive shots, shutter speeds to 1/500th, interchangeable lenses, automatic zone focusing, etc.
ROBOT I, f3.5 Tessar, **$89.50**; f2.8 ..... $ 99.50
ROBOT II, f2.8 Tessar..... 115.00
ROBOT II, f2 Biotar..... 135.00
TELE-XENAR lens, f3.8 75mm.... 45.00
TELE-SONNAR lens, f4 75mm.... 75.00

SALE! LIKE NEW WELTINIS
WELTINI cpld. r.f., f2.8, Comp. Rap. $139.50
WELTINI cpld. r.f., f2..... 159.50

YOUR CHOICE USED PHOTO-ELECTRIC EXPOSURE METERS $9.95
G.E., Horvex, Miniphotoscope, Lutrix, G.M., Dejur 5B, Sixtus, Lutrix, Electro Bewi, Ombrux, Eos, Phoastron, Weston.
Extinction-Type Exposure Meters Special 95c
Saymon Brown, Univex, Durex, Argus, F & R, Wirgin, Maxim, Instoscope, Instocine.

Your Choice — $19.50
Single Extension 9 x 12 Cut-Film-Pack Cameras. **ERNEMANN, f6.3; ZEISS, f6.3; SIRENE, f6.8; ZECA, f6.3.**

ATTENTION GRAFLEX OWNERS
Roll-Film Backs for 3¼x4¼ and 4x5 Graflex. **SPECIAL**..... $4.95

MASTER PHOTO DEALERS' & FINISHERS' ASSOCIATION — A National Organization — MEMBER

GEO. LEVINE & SONS CO.
55 BROMFIELD STREET, BOSTON 8, MASS.
HANCOCK 6267

"OVER A QUARTER CENTURY"

GEORGE LEVINE & SONS . . . . HEADQUARTERS FOR

STROBE FLASH LITES

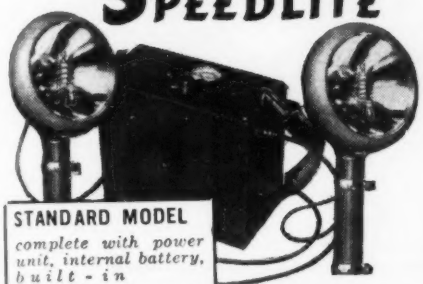
STUDIOS! PRESS PHOTOGRAPHERS! PROFESSIONALS! AMATEURS!

SEMINAR'S COMPLETE NEW LINE OF PORTABLE SPEEDLITES

SPEEDLITE MEANS LIGHTWEIGHT! . . . MEANS MORE LIGHT! . . . MEANS SEMINAR!

RADATRON

ALL-PURPOSE COMBINATION SPEEDLITE



STANDARD MODEL
complete with power unit, internal battery, built-in charger, 2 outlets, G.E. tube with "sealed-beam" built-in reflector, tube-holder, mounting bracket, connecting cables, shoulder strap and instructions. **$250**

MASTER MODEL
same as above, but with extra complete flashing-tube assembly with 15-ft. cable. **$297**

6 MO. GUARANTEE

THE ONLY AC-BATTERY UNIT WITH 2 BUILT-IN OUTLETS

TWIN LIGHTS *perfect for portraits*
DOUBLE DUTY *Combination Battery-AC*
GREATER LIGHT OUTPUT *From Battery or AC*
FOR ANY ASSIGNMENT *The All-Purpose COMPLETE Speedlite*

- Combination AC or battery: has self-contained rechargeable battery, or may be used on any 110v-115v 50-60 cycle AC line
- Certified Guide Number 240
- Built-in charger→plugs into AC line to recharge battery
- May be easily "synched" to all front shutters
- No gun or reflector needed—uses latest G.E. "sealed-beam" built-in reflector flashing tube, in special light-weight compact holder, with bracket for attaching to camera
- Lightweight, portable, 16 lbs.
- 100,000 flashes per tube
- 6 or more flashes per minute
- 1/10,000 second flash duration
- 200 flashes without recharging

ALL PRICES INCLUDE FEDERAL TAX

SEMITRON

FEATHERWEIGHT DRY-CELL BATTERY SPEEDLITE

ONLY 6 LBS.!!!
4¾" x 5½" x 7½"

ONLY $165
Complete with power unit, batteries, tube, built-in reflector, strap, neck-strap, cords, instructions.
Leather Case $15 Extra
6 MO. GUARANTEE

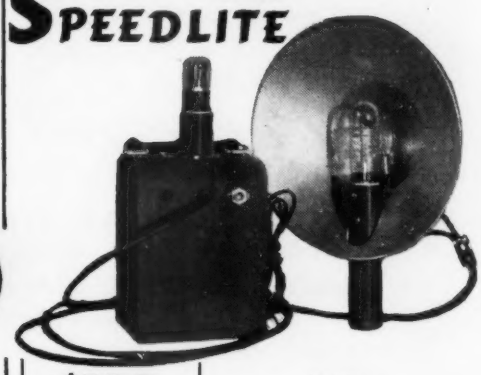
- PLENTY OF LIGHT
Output Superior to many studio units!
- $\frac{1}{10,000}$ SEC. FLASH—STOPS FAST ACTION!
- Operates from standard inexpensive dry-cell batteries — good for 1500 to 2000 flashes
- Certified guide #180—Stop down to f16 at 11' or more!
- Small — light — compact — REALLY portable!
- Same amount of light with each flash
- No battery drain between shots
- Easy to synchronize with all front shutters
Streamlined—Crackle-finish
- Case extra.
- Sturdy, dependable

with* "AUDIO-TEL"

- 100 000 FLASHES FROM ONE TUBE!
- ALWAYS READY!
- G.E. SEALED-BEAM TUBE — BUILT-IN REFLECTOR
- UP TO 12 FLASHES PER MINUTE
- *"AUDIOTEL" BUZZER SOUNDS WHEN READY!
- FEATHERWEIGHT ONLY 6 LBS. THE LIGHTEST BY FAR!
- ELIMINATES BATTERY CHARGING
- NO OUTSIDE POWER SOURCE NEEDED

SYNCHROTON

NEW MODEL AC STUDIO SPEEDLITE



$125
Complete: Power unit, tube, reflector, gun, photocell synchronizer unit, strap, cords, instructions. (Photo-electric cell tube, illustrated, $1.95 additional. With built-in Modeling-light reflector, illustrated, $10 additional)
6 MO. GUARANTEE

AT LAST! A hi-powered unit, yet small, light, REALLY portable!

- CERTIFIED Guide #320
- ONLY 10 LB.—4¾" x 5½" x 7½"
Built in photo-electric cell multi-flash unit — 2 or more lights can be flashed together without connecting cords.

ADD-A-LITE:*
Get 1 unit or as many as you need—add more any time.

- G.E. Sealed-beam tube with built-in reflector, or G.E. #210 with separate reflector. (Built-in modeling light available as illustrated, $10 extra).
- Easily synched with any front shutter.
- Smart, streamlined crackle-finish, neat, compact.
- Rugged—reliable.

"ADD-A-LITE" SYSTEM*

- TREMENDOUS LIGHT OUTPUT
- 100 000 FLASHES AT 1/5000 SECOND
- SMALL, LIGHT, REALLY PORTABLE
- IDEAL FOR BLACK-AND-WHITE OR COLOR
- BUILT-IN, PHOTO-EYE MULTI-FLASH

The Seminar Speedlites embrace the results of years of experience in building outstanding quality high-speed flash units in direct collaboration with professional photographers and studios.

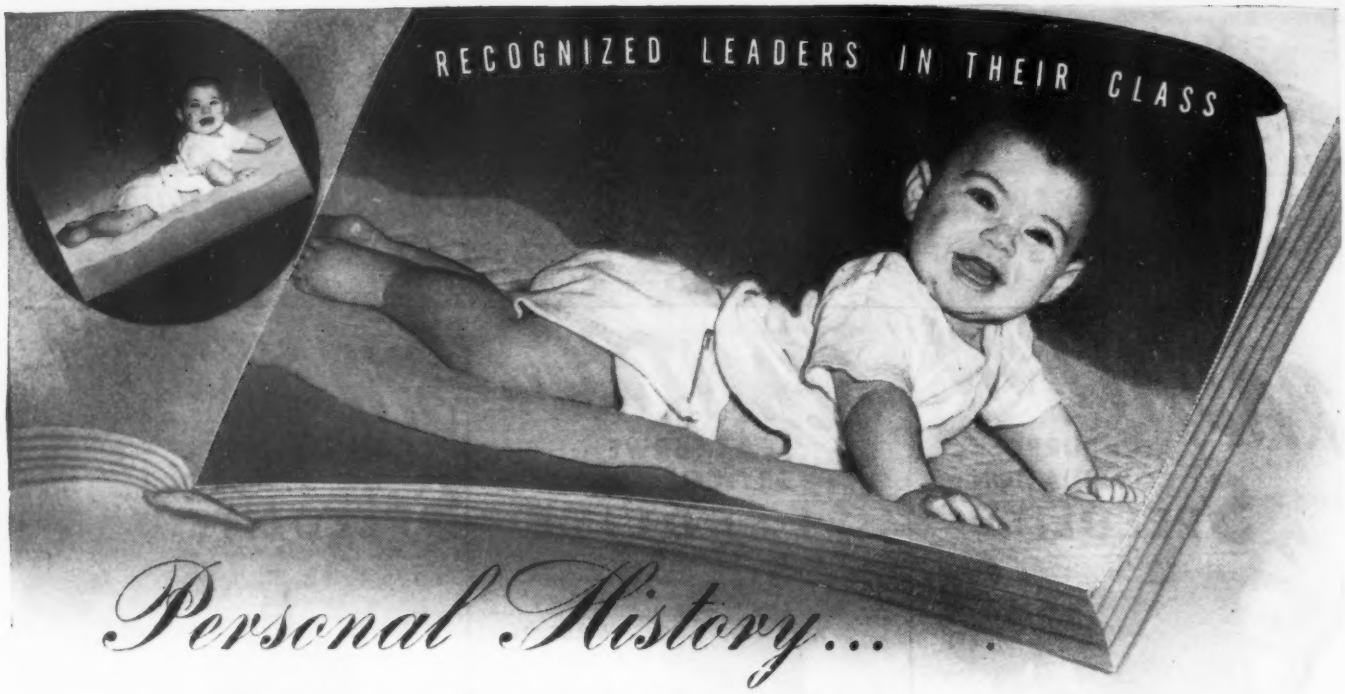
EXCLUSIVE FACTORY DISTRIBUTORS

GEO. LEVINE & SONS CO.

55 BROMFIELD STREET, BOSTON 8, MASS.
HANCOCK 6267

MASTER PHOTO DEALERS' NOVELTY FINISHERS' ASSOCIATION — A National Organization — MEMBER

"OVER A QUARTER CENTURY"



IN COLOR OR BLACK AND WHITE

Precious memories spring to life each time you leaf through the album. A personal history unfolds itself —and you experience the thrill of a photographic job well done. And whatever the subject you are most interested in . . . whatever the mood you seek to capture . . . the Spartus Cameras are constantly at your service. You'll derive lots of "picture pleasure" from them—you'll find them so easy to operate—and so remarkably low priced!

SPARTUS CAMERA CORP.
711 W. Lake St., Chicago 6, Ill
Exclusive Distributors The Spencer Co.

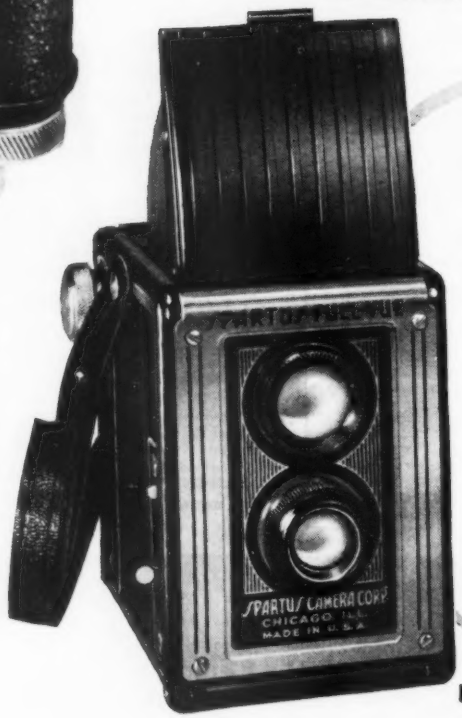
At Better Stores Everywhere

SPARTUS 35mm

Coated F7.7 achromatic 50mm lens eliminates glare and reflection • Simplified UNISPEED shutter provides remarkable ease of operation • Focusing mount • 3 lens openings-F16, F11, F7.7 • Daylight loading 35mm cartridges • Built-in tripod socket • Automatic exposure counter.

$12.50 tax included

Eveready Carrying Case
$3.50



SPARTUS FULL-VUE

With this popular twin-lens reflex camera you can see the picture on the groundglass in the exact size as it will appear in the finished print, while the picture is being taken • Uses no. 120 or B2 film • Simple to operate, easy to handle • Smart design, precision built • Complete with shoulder strap.

$9.98
tax included

Eveready Carrying Case
$3.00

DEALER INQUIRIES INVITED

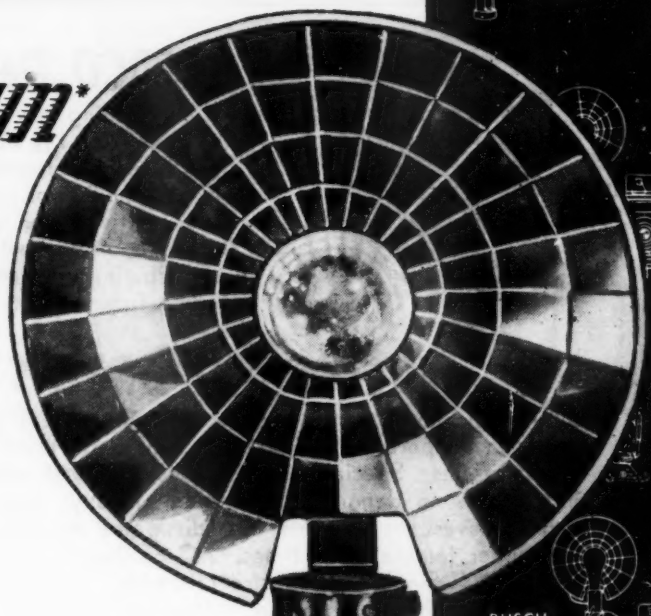
THERE IS A *Mendelsohn* SPEEDGUN*

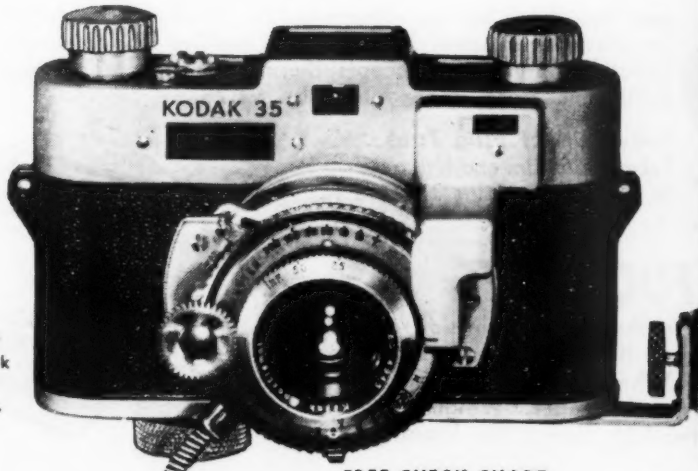
TO FIT *Your* CAMERA!

Here are some of the photo flash refinements which have made the MENDELSOHN SPEEDGUN the *first choice* of exacting news photographers and discriminating amateurs alike:

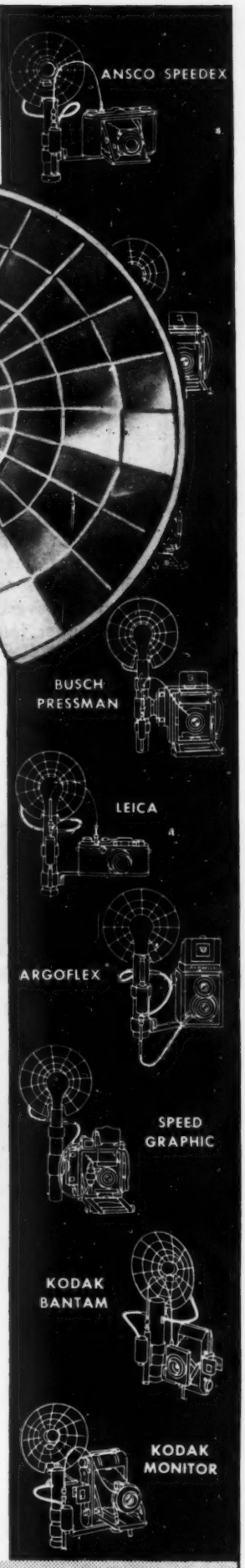
- ✓ Lightweight, streamlined, satin-finish, Dural construction, chrome fittings.
- ✓ Double-duty, aplanatic Twinflectors for *both* standard and midget bulbs.
- ✓ Silver plated contacts and *automatic* bulb ejectors for both sockets.
- ✓ Positive-action thumb switch assures *hair-trigger* action *every time*.
- ✓ Switch button guard, positive-grip sockets, and safety catch save bulbs and batteries.
- ✓ Wide variety of stainless steel cable releases for use on all types of shutters.

Your camera deserves the *best* . . . so ask for the *best*—MENDELSOHN SPEEDGUN!





Model E Flasher Unit No. 1015 for all Kodak Cameras with synchronized shutters.



FREE CHECK CHART

The new MENDELSOHN SPEEDGUN *Check Chart* is just off the press. Now, you can determine the proper SPEEDGUN and adapting parts for your cameras simply by locating the name of the camera and/or shutter on the chart. *Write for your free copy (MS-15) today!*

457-461 BLOOMFIELD AVENUE
BLOOMFIELD, NEW JERSEY

*Reg. U. S. Pat. Off.

"ANYONE CAN MAKE A SYNCHRONIZER . . . *ONLY* MENDELSOHN MAKES THE SPEEDGUN!"

FEDCO MADE IN U.S.A. .. FIRST IN THE DARKROOM

FEDCO DeLUXE SHEET FILM TANK

An outstanding new design of developing tank for all sheet film and film pack from 2¼ x 3¼ to 4 x 5, including centimeter sizes. Load in darkroom then process the film in white light. Takes 12 or less sheets without bending or creasing. Reel can be inserted in either position; locks positively for all sizes. Central pouring opening for rapid filling, with agitation rod and thermometer well. Pouring lips at either end for emptying. Metal loading fixture makes loading simple and rapid.

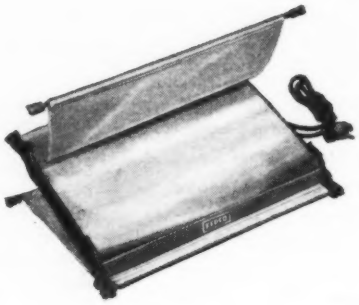
$7.95 Tax Included

FEDCO PRINT DRYERS

Polished aluminum drying surface for uniform heat distribution and even temperature on glossy or semi-matte prints. Accepts ferrotype tins. Specially designed heating unit assures quick drying with no danger of scorching. Heavy, washable, pre-tested canvas keeps prints flat, dissipates moisture. Canvas held under tension at all times. AC or DC.

Model 100—Single surface, size 11½ x 15 ..... **$ 7.75**
Model 200—Twin surface size, 11½ x 15 ..... **11.00**
Model 300—Super Twin surface, size 16½ x 20½ **21.95**

Tax Included in Above Prices



FEDCO ADJUSTABLE ROLL FILM TANK

Plastic tank with the familiar red top. Accommodates all popular sizes of roll film from 35mm to 116. Made of acid-resisting plastic with spiral feed reel and positive locking cover. Central pouring well accepts thermometer, agitation rod. Adjustable spiral feed reel only **$1.25.**

$3.10 Tax Included

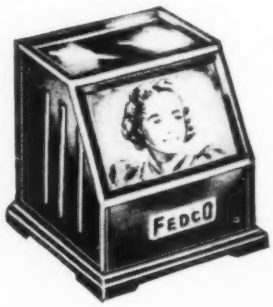
Fedco Sheet Film Tank . . . Takes sheet film and film pack up to 2¼ x 3¼. Holds 12 films in circular reel. Reel only **$2.00.**

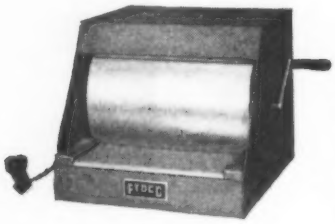
$3.85 Tax Included

FEDCO FOCUS-RITE

A necessity for enlarging. See the image right-side up and in sharp focus. Slide it anywhere on the easel, focus a bright image instead of straining your eyes! When the negative is sharp in the Focus-Rite, it is sharp on the paper. Weighs only ounces yet provides a full two-inch image for focusing.

$2.75 Tax Included





FEDCO MOTOR-DRIVEN DRUM PRINT DRYER

A compact unit for the bench. Dries up to sixty 8 x 10 prints per hour. Prints up to 14 inches wide may be fed into the dryer, and any number of prints up to that total may be fed in at one time. Pre-shrunk canvas belt holds prints firmly against drum. Occupies space only 18" square, 15" high. Chrome surfaced drum takes glossy or matte prints. 110 volts AC or DC.

FEDCO MADE IN U.S.A. *Products*

37 MURRAY ST., NEW YORK, N.Y.

What should a good film do

The answer is simple. The sole purpose of a good film is to provide good pictures for the average picture-taker — without fuss, without bother, without loss of money.

Anken Film . . . in the familiar green box . . . is built to do just that. And we really mean built. Every roll of this fresh film is created by chemists who know emulsions. Every roll is produced under exacting laboratory control through every step of the process. And every roll is right — from our start to your finish.

Anken Film is orthochromatic. It has a wide latitude to capture the range of tones in the average subject. It is of average speed in the 50 group, and possesses all the snap, all the brilliance you desire — whether you shoot indoors or outdoors, in any light and any weather. Ask for Anken wherever film is sold.

ANKEN FILM *in the green box*

Anken Film is now available in all popular sizes — 127, 120, 620, 116 and 616. It fits all popular cameras.

Anken FILM COMPANY, INC.
NEWTON, NEW JERSEY

PRESS NEWS

By A. J. EZICKSON

WHEN a press photographer takes to the open road, the chances are many to one that he'll bump head-on into a story somewhere along the way. Recently Stanley Popiel, *Woonsocket* (R. I.) *Call* staff photographer, was on his way to a photo assignment in Montreal, Canada. Five miles south of Burlington, Vt., he saw an auto accident, and quickly took pictures of an aged victim of the crash awaiting medical aid. He knew the pictures would have local value, so he drove back into Burlington and delivered his negatives to the *Burlington Free Press*. Starting out again for Montreal he spotted another accident. This time he saw four persons being dragged from the wreckage of two cars. Again he took pictures and sent the film holders back to the office of the *Free Press*. He then continued his journey to Montreal.

Popular Photography

E. H. Powell, president of Encyclopaedia Britannica, presents awards to four of the prize winners in the Fourth Annual Britannica Book of the Year photography contest. Photo shows, from left: President Powell; Frank Mastro of International News Photos, New York; John S. Puslis, *Chicago Daily News;* Edward Feeney, *Chicago Tribune;* Harry L. Hall, The Associated Press, Chicago. Other winners, unable to be present for the picture are: William J. Smith, AP, Washington, D. C.; Frank Quinn Brown, *Los Angeles Times;* Walter Zimmerman, AP, N. Y.; Howard Shirkey, *Detroit Times;* and Arnold E. Hardy, Georgia School of Technology, AP. *(For full details and reproductions of prize-winning pictures, see May, 1947,* POPULAR PHOTOGRAPHY, *180-181—Ed.)*

* * *

GEORGE W. HALEY, believed to be the nation's oldest active newspaper photographer and who still is functioning as a cameraman with the *Los Angeles Herald and Express*, was among the celebrities who attended the recent ninth annual dinner of the Late Watch at the San Francisco Press Club. The festivities were held to commemorate the 41st anniversary of the San Francisco earthquake and fire. The Late Watch was organized in 1939 as a means of bringing together the men who were active in newspaper work at the time of the city's catastrophe. Haley made many pictures of the quake and fire.

* * *

THE William Randolph Hearst photographic trophy, awarded annually since 1934 to the best illustrated Hearst newspaper, was won recently for the fourth time by the *New York Daily Mirror*. The *Mirror* had previously won the trophy in 1939, 1940, and 1944. Individual prizes were given to the following photographers: Howard Shirkey, *Detroit Times;* Leland Benfer, *Milwaukee Sentinel;* Hal Jensen, *Los Angeles Examiner;* Fred Klein, *New York Mirror*, and Ed Romano, *Pittsburgh Sun-Telegraph*.

* * *

MADELEINE POHLMANN, 22, who worked as a reporter and photographer for three summers on the *Middletown* (N. Y.) *Times Herald*, received the second annual scholarship award of $200 given by the New York Newspaper Women's Club. The scholarship is given to the best girl student in news reporting at the Graduate School of Journalism of Columbia University.

* * *

HERE'S a gem of an idea which can be put into effect by many a publicity representative who desires the good-will and cooperation of the working press photographers. Capable and enterprising Lillian Jenkins, in charge of press relations at New York's huge Madison Square Garden, recently called into her office the members of the New York Press Photographers Association's sports committee. Her reason was to get ideas and plans to make the life and work of the press photographer a happier one. Those who attended and passed on many valuable suggestions were Murray Beck-

(*Continued on page* 148)

Miss Jacqueline Andre of Des Moines was crowned Miss Flashbulb of 1947 for the state of Iowa by its governor, Robert D. Blue, at the first annual Iowa Press Photographers Association convention. Governor Blue placed a crown of flashbulbs on Miss Andre's head. The Iowa group, numbering 70, will hold its 1948 convention the second Sunday in April.

The MAGAZINES

By Robert Fuhring

Executive Secretary of the American Society of Magazine Photographers

BILL VANDIVERT was in Pittsburgh for two weeks to shoot coal mines for *Fortune*. He spent half of his time carefully laying out his work and making arrangements. On a Saturday night, he and DAVID EISENDRATH were sitting at dinner in a restaurant when a newsboy brought in papers with big headlines: "Lewis Orders Mines Shut Monday."

"Pay the bill, I'll see you later," shouted the 250 pound Vandivert as he streaked out.

A few phone calls and Bill had located several Sunday-working mines. He drove 100 miles that night, went down with the first shifts in the morning. Working both color and black and white, setting up his shots at a mad pace, remembering to have the coal sprinkled with water so that highlights would show it up as more than black nothingness, Bill worked for 15 hours straight.

Monday, after the last shifts had quit, Bill had driven 1,500 miles and piled up a stack of negatives a foot and a half high. He had his *Fortune* story, and also a yarn for the kiddies. And he was a lighter man, in body as well as in mind.

(*Continued on page* 166)

Ike Vern . . . President of the American Society of Magazine Photographers . . . New York boy, he worked for a bank until nine years ago, when he heard of an organization looking for someone to take pictures of its 1,000 members. Although he'd never used a camera before, Vern talked his way into the contract, got someone to show him how to set the stops on a view camera, and spent three weeks shooting the job . . . Worked his way up from there in photography until his big chance came with an assignment to shoot documentaries in the Virgin Islands. Got all set for the first sequence, then the war broke out . . . Next assignment was of the world's champion female billiardist, which landed him a staff job on *Click* . . . Now shoots for *Collier's, American, Saturday Evening Post, Holiday,* and *Liberty*.

TEAR OUT . . PASTE ON POSTCARD AND MAIL!

ACME-LITE MFG. CO., 401 N. Wood St., Chicago 22

Gentlemen: Send me your illustrated Folder and Price List describing 30 new ACME-LITE Champions.

NAME _____

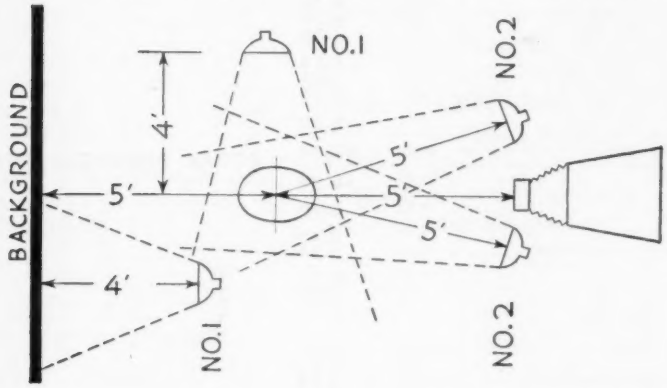
ADDRESS _____

CITY _____ ZONE ____ STATE _____

BETTER BABY PICTURES IN COLOR WITH THIS *TESTED* LIGHTING PLAN

NOW is the time to begin that invaluable pictorial record of babyhood. Precious moments deserve accurate recording. Let us help you make the kind of pictures that, years from now, will turn back the pages of time. You can do this so easily with a *tested* lighting plan that pictures every baby detail and action.

This *tested* plan affords complete naturalness of expression. Shadows on baby and background are eliminated. Hair and right temple are highlighted; right half of background is dark, serving to separate and define outline of head and shoulders; there is a single highlight in each eye. This *tested* lighting plan is an exceptional example of *natural modelling,* so highly desirable in baby pictures.



EXPLANATION: Both No. 2 lamps should be close to camera lens so that maximum light will parallel vision line of camera. All lamps should be elevated to height of subject's head. Suggested diaphragm opening, F.8 to F.9; exposure time, 1/5 to 1/2 second. The following ACME-LITE units were employed in this *tested* lighting plan: two Model No. 109-L single Lite unit with No. 2 flood (illustrated at left); two Model No. 1100-L single Lite unit with No. 1 flood.

"ACME-LITE YOUR WAY TO BETTER PICTURES"

ACME-LITE MANUFACTURING CO.

MAKERS OF FINER PHOTOGRAPHIC LIGHTING EQUIPMENT

401 NORTH WOOD STREET, CHICAGO 22, ILLINOIS

UNITED'S FAMOUS CLEARANCE SALE!

Now is the Time to Save - Compare these Values!

	REG.	SALE PRICE
Medalist (828) Bantam Adapto Back	$ 16.88	$ 11.88
National 4x5 Cold Lite Enlarger less lens	139.50	95.00
Rubber Cement, quart size can	1.25	.95
5x7 and 8x10 Paper Safe	4.95	3.45
5x7 Cykon all metal adjustable printers	25.95	18.95
4x5 Cykon all metal adjustable printers	16.65	11.50
Fresnel 500 watt adjustable focus spot lite	21.95	12.95
Kent Sr. Developing Outfit, complete	11.55	9.95
Pole Adjustable Heavy Duty Metal Tripod	20.43	13.50
Goose Neck Adjustable Metal Lite Stands	16.95	5.50
United's 2 Section Metal Chrome Adj. Tripod	15.00	9.50
United's 11x14 Duplex Electric Print Dryer	13.04	5.49
500 sheet 8x10 Brovira Glossy S.W. No. 2	25.02	17.44
500 sheet 5x7 Brovira Glossy S.W. No. 2	11.23	7.82
500 sheet 8x10 Ansco Proof Paper	19.54	14.23
144 sheet 8x10 Ansco Proof Paper	6.24	4.54
Combination Case for Kodaslide No. 2, 2A Proj.	12.50	9.25
Albert Royal Tripod with Pan Head	21.85	14.95
De Jur Auto Critic Exposure Meter with case	25.75	17.95
Kodak Tray Siphon	5.25	4.45
Kodak Studio Scale	8.50	7.25
Spencer MK 150 watt Slide Projector w/case	45.00	33.75
Spencer MK 200 watt Slide Projector w/case	65.00	48.75
Spencer MK 300 watt Slide Projector w/case	93.00	69.75
Sunray Model D 2¼x3¼ Condenser Enlarger	79.50	62.50
Brand 4x5 Press Camera less lens	87.50	57.50
4x5 New Vue All Metal View Camera less lens	79.50	54.50
Vokar 2x2" Slide Projector 100 watt	15.90	12.35
11x14 Adjustable Enlarging All Metal Easel	9.85	7.25
U.S. Camera Annual 1947 Issue	5.75	4.25
U.S. Photo Almanac 1947 Issue	1.50	1.19
"Mexico" by Fritz Henle	4.00	2.95
Natural Color Photography	1.50	1.19
King Sol AC Portable Flash Unit	250.00	175.00
Hollis Pan Head for all Tripods	5.00	1.95
Kodak 3½x5½ All Metal Print Frames	1.46	1.19
Four Way Enlarging Easel up to 8x10	7.25	5.75
Abbey Flash Printers	8.80	6.95
2x2 Slide Cover Glass, per 50	1.00	.79
Kodak Ready Mounts for 35mm or 828 (50)	1.50	1.19
Marshall's Sampler Oil Coloring Set	1.25	.95
Kodak Jr. Splicers for 8 or 16mm	1.35	1.15
R2 Reflector Type Photo Flood Lamps, per 6	6.06	4.92
Federal No. 250 2¼x3¼ Condenser Enlarger w/3½" f4.5 enlarging lens	89.50	67.50
Projecto Carrying Cases for Kodaslide No. 2 or 2A Projectors	19.35	15.95
Projecto Carrying case for Kodaslide No. 1	6.50	5.19
4 Filters & Sun Shade Kit for Mercury II	4.35	3.49
Edwal Photo Chemical Kit	2.95	2.39
Carrying case for Mercury II Camera	7.25	5.75
Solar Adapters for 2" or 3½" lenses	2.00	1.39
Lens Flanges for Perfex, Korelle, Foth, Super Pilot, Argus C2, 2" f4.5 Kodak, Medium Compur, Small Compur	1.95	1.19
Junior Pan Head Swivel	1.55	1.23
Optical Monochrome Viewing Filter	1.35	1.19
Brownie Range Finders in feet	8.95	7.19

AVAILABLE LENSES FOR CLEARANCE

	REG.	SALE PRICE
127mm f4.7 Kodak Ektar No. 2 Supermatic	$ 77.50	$ 69.50
6½" or 11½" Convertible C.Z. Protar No. 3 Acme Shutter	139.00	109.00
8½" f4.5 Wollensak Series 2 Barrel	113.05	91.50
8x10 Turner Reich Convertible No. 4 Acme	209.70	169.50
255mm f4.5 B&L Tessar coated Barrel	160.00	135.00
8x10 Turner Reich f4.5 Radar No. 5 Betax	173.00	139.50
135mm f6.3 CZ Tessar Barrel for Korelle	99.50	74.50
127mm f5.6 Enlarging coated lens	33.35	27.50
90mm f4.5 Enlarging coated lens	23.00	18.50
3½" f6.3 Ilex Enlarging lens	20.50	15.95
5cm. f2.8 Xenar in Compur Rapid Shutter	59.40	39.50

Magnify with Morton Magni—Far-Coated Lenses

AVAILABLE FOR ARGUS C, C2, C3—KODAK 35 ALL MODELS—MERCURY CAMERAS—PERFEX 55 CAMERAS—CLARUS CAMERAS.

- ***Complete with snap-on finder mask, combination sun shade and filter holder.***
- ***Mounts on and assumes the speed of the basic lens.***

SPECIAL AT **$42.50**

Also for 8mm Cameras, Telephoto unit, all models $24.50

Also for 8mm Cameras, wide angle unit, all models 27.50

UNITED'S 35MM CAMERA OUTFITS AT SPECIAL PRICES

United's outfit consists of Camera advertised • Carrying case • Sunshade • 3 Filters • 6 rolls of film • and Synchronizer as specified.

	REG.	SPECIAL
Argus Model A2 w/f4.5 coated lens, Kalart Syn.	$ 53.80	$ 47.50
Mercury II with f2.7, 1/1000th of a second, Mercury Syn.	111.50	94.50
Perfex 55, f2.8, Cpld. R.F., Perfex. Syn.	122.50	107.00
Clarus 55, f2.8, Cpld. R.F. no Synchronizer	130.50	119.50
Argus C3, f3.5, Cpld. R.F., Argus Syn.	85.00	75.50

AGAIN AVAILABLE—HOLDERS, ETC.

Cut film holders for 2¼x3¼ Graphic	$ 4.00	$ 3.60
Cut film holders for 3¼x4¼ Graphic	4.35	3.85
Cut film holders for 4x5 Graphic	4.60	4.00
Medalist Accessory Back with Film Pack Adapter and 3 2¼x3¼ Cut film holders, complete outfit		58.98
2¼x3¼ double sided metal cut film holders	3.62	3.25
9x12cm Plate film holders, all metal	2.00	1.59
RJ Spring Back for 6x9cm Cameras	13.90	12.50

KODAK PRODUCTS AGAIN AVAILABLE

Cine Kodak Filters for all 25mm (1") f1.9 lenses, W. Mount, Type A for Kodachrome, CK3 (Yellow), K2 (Yellow), X1 (Green), A (Red) Kodachrome Haze, Photoflood	$ 3.56
Carrying case for Kodascope 16/10 Projector	22.50
Snapsack case for 616 Vigilant	3.50
Carrying case for Magazine 16mm or Model 8/90	4.55
Snapsack case for 620 Jiffy or 620 Kodak Jr.	2.00
Eveready Carrying case for Kodak 35, no R.F.	5.50
Eveready Carrying case for Bantam f4.5 Camera	5.50
Combination case for Cine Kodak Magazine 16mm	20.00
Kodak Darkroom Lamps, Ser. OA	3.60
Kodak Reflex Camera w/f3.5 Ektar lens and case	137.92
Kodak Eye Level Tripod	$ 19.54
Kodak Turn Tilt Tripod Head	15.46
Kodak Combination Filter Case, Series V	3.50
Kodak Combination Filter Case, Series VI	4.00
Kodaslide Projector Model 1, 100 watt	25.00
Kodaslide Projector Master Model, 1000 watt w/5" f3.5 Ektanon lens and case	181.00
Cine Kodak Senior Editing Rewind for 8 or 16mm	12.50
Cine Kodak Editing Viewer for 8mm	23.50
Kodak Combination Funnel	.85
Kodak ABC Photo Lab. Outfit	7.58
Cine Kodak Master Editing Outfit 16mm	71.35

RADIANT PROJECTION SCREENS AVAILABLE—TRIPOD MODELS

Model DL	30x40	$18.50	Case	$4.50
Model DL	40x40	22.50	Case	4.50
Model DL	37x50	27.00	Case	5.50
Model DL	50x50	30.00	Case	5.50
Model DL	45x60	35.00	Case	6.00
Model Q	30x40	12.00	Case	3.50
Model Q	40x40	15.00	Case	3.50

SPECIAL CLEARANCE ON GADGET BAGS AND CAMERA POUCH CASES

	REG.	SPECIAL
Gadg-it Bag, 8x10x3" with extra outside pocket	$18.25	$13.75
Gadg-it Bag, 8x8½x3"	11.00	8.25
Gadg-it Bag, 8x8½x3" with extra pocket outside	16.50	12.38
Pouch Case, 3⅛x4¾x1¾" Bantam, etc.	3.00	2.25
Pouch Case, 3⅝x6½x2" for 620 Kodak, etc.	3.50	2.63
Pouch Case, 3¾x7¾x2" 616 Kodak, etc.	4.00	3.00
Pouch Case, 4¾x6¾x2" Cine 8/20, etc.	4.50	3.45
Pouch Case, 4¼x8¼x2" for 620 Vigilant, etc.	4.00	3.00
Pak All Bag, 7½x7½x2½" for most Cameras	6.00	4.50

KODAK EKTACHROME FILMS, PER DOZ.

2¼x3¼	$ 4.12
5x7	12.79
3¼x4¼	5.76
9x12cm	7.02
4x5	9.85
2½x3½	4.12
1 Gal. Ektachrome Film Processing Kit	6.75

KODAK DYE TRANSFER PROCESS MATRIX FILM

5x7 per doz.	$ 1.70
8x10 per doz.	3.73
11x14 per doz.	7.19

DYE TRANSFER PAPER (WASH OFF)

5x7 per doz.	$ .30
gross	3.25
8x10 per doz.	.75
gross	7.10
11x14 per doz.	1.35
gross	13.70

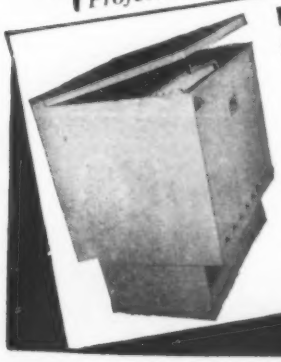
TRIPODS AND PAN HEADS

Tripod, 3 section chrome adjustable	$ 4.02
Tripod, 4 section chrome adjustable	5.75
Tripod, 7 section chrome adjustable	8.05
No. 4 Crown Tripod	19.60
No. 2 Crown Tilting Tripod Top	5.65
Quick-Set High Boy with Pan Head	41.00
Quick-Set Senior with Pan Head	34.50
Quick-Set Portable Sport Pad	5.75

AVAILABLE ROLL FILM

No. 27	$0.27
No. 116 or 616	.38
No. 122	.60
No. 120-620	.32
No. 118-130	.49
Micro Black and White	1.00
Micro Color	1.00
Kodachrome 35 Regular or Type "A"	3.04
Kodachrome 828 Regular or Type "A"	1.66

As Advertised In Commercial and Professional Photographer



PRINT DRYER & STRAIGHTENER

Purchased from U.S.A. surplus—United brings this quality item to you at great savings!

CHECK THESE FEATURES . . .

- √ 50 29"x21" blotters supplied; space for 300 8x10's or equal.
- √ Large masonite work table top 27½"x34½".
- √ 1/20th HP A.C. motor.
- √ Dries and straightens one operation.
- √ No heat—No burns . . . Dries by blower.
- √ Set up ready to go, crated, approx. 400 lbs.

$69.50 F.O.B., N.Y.C.

Send for Our New Catalog!

MAIL—PHONE—WIRE YOUR ORDER!

We are equipped to fill your order with expediency and careful handling. Make UNITED your Photographic Headquarters. Write Dept. P.

UNITED CAMERA EXCHANGE

83 CHAMBERS STREET, NEW YORK 7, N. Y.

the NEW improved

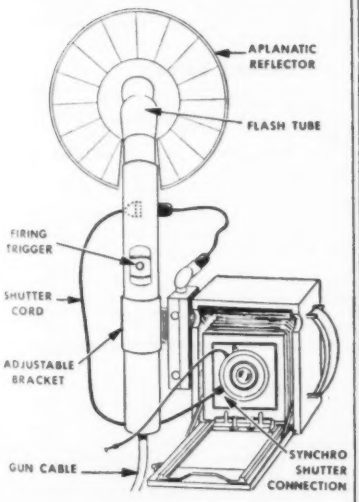
Everflash I

with added features

speed-light photography...
modern...low cost...more light
perfect exposures

The charger, which is included with every unit, is used only in conjunction with a 110-120 volt—50 and 60 cycle AC outlet while charging. Chargers for other voltages and cycles are available from stock.

THE New IMPROVED GUN



Features for Flash Photography

1. Portable – weighs only 7 lbs.
2. Low Cost Speed-light: over 10,000 flashes with each tube . . . a fraction of a cent per shot.
3. Operates from self contained rechargeable storage battery – ready to Flash every 7 seconds.
4. Positive Synchronization is easy with Everflash . . . just one adjustment on top of battery case provides the "Synch."
5. May be easily "Synched" to any and all types of shutters. *
6. New Metal Gun has three outlets . . . for synchro-shutter, for solenoid operation and for focus spot.
7. Provision is made for remote control use when desired.
8. Everflash comes complete with new versatile flash gun, reflector, electronic flash tube, solenoid and synchro-shutter cords, leather carrying case and charger.
9. Everflash is ideal for serious photographers, news cameramen, studio work, industrial photography, home portraiture, night club flash work.
10. Guarantee . . . Perfected Engineering Design provides a liberal guarantee of performance, workmanship and material.

Price of Everflash Complete $185, plus $12.50 Fed. Excise Tax. Write for complete information and descriptive folder . . . Ask your dealer for a demonstration.

*Except some focal plane types.

137 N. LA BREA AVE. • PHOTOTRON CORPORATION • LOS ANGELES 36, CALIF.

MANUFACTURERS OF Everflash

PIX-QUIZ

Here are some more happy little sketches by Popko, guaranteed to amuse if not completely confuse you as to which is the right answer and which the wrong. Read the question carefully, and read all of the given answers. Then, with your pencil, put a check in the box before the number of the right answer. Two right is pretty good, and three should make you beam with pride. Turn to page 108 for score, and see exactly where you stand in the photographic classroom. Should you think you have come class-stumpers, Quizmaster Popko invites you to submit them.

I Poor Joe, he doesn't realize the soup is of the vegetable variety. Being a photographer, his definition of "soup" is

- ☐ 1. the state of weather in California.
- ☐ 2. a colloquialism for developing solution.
- ☐ 3. an overused, inactive fixing bath.
- ☐ 4. Ammonium Bromide, a print toner giving ethereal effects.
- ☐ 5. dishwater in a New York restaurant.

Submitted by George A. Stein, Baldwin, L. I., N. Y.

II Does "hot spot" usually make you think of an overheated slide projector? Or does it remind you of

- ☐ 1. a night club charging $4.00 for a steak.
- ☐ 2. a bright area which disturbs the composition of a print.
- ☐ 3. a small, but powerful 3000 watt theater spotlight.
- ☐ 4. a safelight reflection in a developer tank or tray.
- ☐ 5. your darkroom during the month of August.

Submitted by Harry Derham, Jr., Kennebunk, Maine.

III "Flashing" might be the technique of lightning-flash photography, but any Joe Hypo knows it is

- ☐ 1. photographing fireflies at night.
- ☐ 2. employing a flashgun.
- ☐ 3. use of a stroboscope unit for sports photography.
- ☐ 4. a special technique used in enlarging work.
- ☐ 5. showing off that imported $850 16 mm camera.

Submitted by Mrs. Donald Butler, Pontiac, Michigan

Popular Photography's Traveling Salons

POPULAR PHOTOGRAPHY'S Traveling Salons, which are made up of the prize-winning pictures entered in our picture contests, are available free of charge for exhibit at libraries, museums, department stores, banks, public utility offices, or any other organization or institution open to the public. If a POPULAR PHOTOGRAPHY Salon has not been exhibited in your city ask your local camera club officers, photographic dealer, librarian, department store manager, or banker to write POPULAR PHOTOGRAPHY Traveling Salon Dept., 185 N. Wabash Avenue, Chicago 1, Illinois, for information.

Fourth Salon

Brattleboro, Vt., Brattleboro Camera Club, September 16 to September 30.
Charleston, S. C., Features Syndicate, August 1 to August 15.
Cincinnati, O., Camera Club of Cincinnati, August 1 to August 15.
Detroit, Mich., Detroit Edison Camera Club, July 1 to July 15.
Fort Madison, Ia., Fort Madison Camera Club, September 2 to September 16.
Manitowoc, Wis., Manitowoc Boston Store, September 1 to September 15.
Meriden, Conn., Uptown Foto Club, July 1 to July 15.
Milwaukee, Wis., Boston Store, August 1 to August 15.
Olney, Ill., Olney Camera Club, July 1 to July 15.
Oshkosh, Wis., Boston Store, August 16 to August 30.
Painted Post, N. Y., Painted Post Camera Club, August 1 to August 15.
State College, Miss., Mississippi State Camera Club, September 17 to October 1.

Third Salon

Des Moines, Ia., Des Moines Camera Club, July 1 to July 15.
Detroit, Mich., MacKenzie Union Camera Club, September 8 to September 22.
Farmington, Mo., Howard's Studio, September 2 to September 16.
Farnhamville, Ia., Security Savings Bank, August 1 to August 15.
Garfield, N. J., Garfield High School Annex, September 16 to September 30.
Greenfield, Mass., Franklin County Camera Club, July 1 to July 15.
Knoxville, Tenn., Tennessee Eastman Corp. Camera Club, August 11 to August 25.
LaCrosse, Wis., La Crosse Camera Club, July 14 to July 28.
Owatonna, Minn., B. W. Johnson Gift Shop, August 11 to August 25.
Putnam, Conn., Grube Camera Shop, August 1 to August 15.
Wabash, Ind., Wabash Camera Club, September 8 to September 22.
Waukegan, Ill., Waukegan Camera Club, July 14 to July 28.

Second Salon

Ashland, O., Ashland Photographic Society, July 29 to August 19.
Berkeley, Cal., Normand Photo Service, July 7 to July 21.
Centralia, Ill., Egyptian Camera Club, August 1 to August 15.
Everett, Wash., Everett Junior College, September 2 to September 16.
Fort Atkinson, Wis., Fort Camera Club, September 2 to September 16.
Manitowoc, Wis., Boston Store, July 2 to July 15.
McKeesport, Pa., Carnegie Free Library, September 2 to September 16.
Portland, Oreg., Y.M.C.A. Camera Club, August 4 to August 18.
Wheeling, W. Va., King Jewelry Co., July 1 to July 15.

First Salon

Akron, Ohio, Akron Camera Club and Buckeye Camera Guild, September 2 to September 16.
Bedford, O., Cuyahoga County Public Library, August 1 to August 15.
Camden, N. J., New York Ship Camera Club, July 1 to July 15.
Fort Sam Houston, Tex., Post Service Club No. 1, July 1 to July 15.
Hopedale, Mass., Hopedale Community House, September 2 to September 16.
Kenmore, N. Y., Nixon Camera Shop, August 1 to August 15.
Oklahoma City, Okla., Dee's Photo Supply, August 1 to August 15.
Sycamore, Ill., Sycamore Camera Club, September 2 to September 16.

How to LAUGH at Sunlight Shadows

Many a picture has been spoiled by a heavy black shadow where there should have been Baby!

But there's a simple way to keep sidelight sparkle and see into the shadows . . . use G-E Midgets in sunlight.

Their handy flash lights up the shadows to bring out foreground detail. Helps simplify the picture, too, by subduing unwanted background. (Also good for COLOR . . . with G-E Photo*flash* No. 5-B.)

★ ★ ★

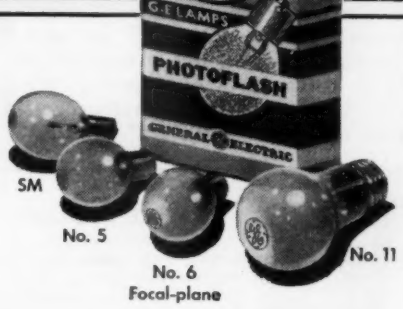
Sometime, you'll see G-E Midgets regularly again on your photo dealer's shelf. When you do, remember this suggestion for better picture quality. Meantime, when you're lucky enough to get G-E Midgets, let them help you make every shot count!

Flashed in sunlight by S. T. Mineo, Salina, Kansas

Remember . . . for every photographic purpose

G-E LAMPS

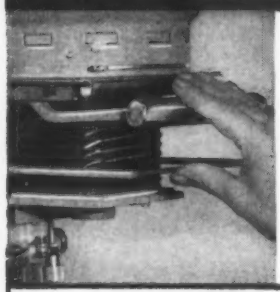
GENERAL ELECTRIC



HERE IS WHY YOU GET BETTER PRINTS WITH THIS MODERN SOLAR Autofocus Enlarger

WITH 3½" f:4.5 COATED ANASTIGMAT **$139.50** Plus Tax

PRECISION FEATURES YOU FIND IN THE SOLAR



AUTOMATIC FOCUS

This new Solar brings you automatic focusing at its best. For any negative up to 2¼x3¼ inches—for any print size up to 18x27 inches—just insert the negative in the carrier, and there is your image, needle sharp. You can run print after print with never a thought about focus.

DOUBLE CONDENSER OPTICAL SYSTEM

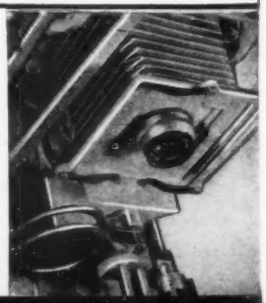
Scientific design in Solar optics with double condensers gives you a time tested light source for perfect print making. The concentration of light rays through the negative assures prints of full contrast and maximum detail.

THE FAMOUS SOLAR DUSTLESS CARRIER

Solar's famous dustless negative carrier helps you produce "clean" prints, free from pin holes and dust specks. In every detail of engineering—of design and construction, this new Solar gives you the refinements that make "Blue Ribbon" prints.

TIME TESTED DESIGN—RUGGED CONSTRUCTION

The Solar Autofocus Enlarger will bring you a new and greater pleasure in print making. Big, beautiful prints, rich in pictorial quality—retaining the full detail and tone scale of the negative are easy to make with a Solar.



FREE BOOKLET

A complete Treatise on Enlarging—48 pages of valuable information—clear, concise, educational. Every amateur should have a copy. It's FREE!

MANUFACTURERS

BURKE & JAMES, INC.

PHOTO SUPPLIES SINCE 1897

321 So. Wabash Ave. Chicago 4, Ill.

1897-1947 50th Anniversary

The Little Thief by Dave Darvas of Detroit—Awarded a First Prize in the 3rd Annual Dassonville Print Competition. Printed on Charcoal Black D.

Leading photographers make good pictures better

Trail's end in photography is the paper your picture is printed on. Here is the market place where your work meets the critical eyes of the observer. On the expressive surfaces of Dassonville Charcoal Black and Charcoal Ember leading photographers are making good pictures better. This was dramatically demonstrated in the recent Dassonville International Print Competition where the world's top amateurs and professionals vied for high honors.

Charcoal Black, a fast bromide, provides strong blacks and pure whites. Charcoal Ember, a warm-toned chlorobromide, possesses wide latitude in exposure and development. Both papers in your darkroom afford an exquisite medium for achieving e-x-t-r-a qualities in moods and expressions. Ask for them at your favorite Dassonville dealer, or write for brochures.

Charcoal Black *Charcoal Ember*

DASSONVILLE CO., LTD.

NEWTON, NEW JERSEY

NEW CAMERAS & EQUIPMENT COMING IN

By Leaps and Bounds

At "One of Americas Great Camera Stores"

USED CAMERAS FULLY GUARANTEED

Many of these fine cameras are in such excellent condition that they can hardly be told from new. Some are used, but all are FULLY GUARANTEED.

National Graflex, f 3.5 BL Tessar, case	$ 64.50
Robot II, black, Biotar f 2, case	139.50
Standard Rolleiflex, f 3.5 CZ Tessar, case	149.50
Standard Rolleiflex, f 3.8 CZ Tessar, case	134.50
Universal Mercury II, f 2.7 coated lens	52.50
Jubilatte, 35mm, f 2.9 Compur	49.50
Super Baldina, 35mm, f 2.9, case	110.00
9x12cm Bee Bee, f 4.5 CZ Tessar, fpa.	89.50
6x9cm Cut Film Camera, f 4.5 lens, fpa.	49.50
3¼x4¼ Graflex Series B, f 4.5 KA, fpa.	79.50
2¼x3¼ Graflex Revolving Back, Series B, f 4.5 KA, fpa.	110.00
Leica C, Summar f 2 lens, case	240.00
Leica F, chrome, Summar, f 2 lens, case	225.00
Leica D, black, Elmar f 3.5 lens, case	148.00
Leica IIIB, Summar f 2 lens, case	275.00
Universal Image Erecting View Finder	87.50
Leica Series VIII Flash Gun (Factory installed)	63.00
Contax I f 3.5 lens, case	139.00
Contax I, Sonnar f 2, case	195.00
Contax II, Sonnar f 2, case	275.00
Contax II, Sonnar f 1.5 lens, case	325.00
Contax III, Sonnar f 2, case	295.00
Contax III, Sonnar f 1.5 lens, case	395.00
Contaflex, Sonnar f 2 lens, case	325.00
Weltini, CZ Tessar f 2.8 lens, case	110.00
2¼x3¼ Anniversary Speed Graphic, f 4.5 KA lens	139.50
8.5cm Triotar f 4 lens for Kine Exacta (lightweight)	120.00
6" f 5.6 Dalmeyer f 5.5 Telephoto lens for Korelle Reflex	84.50
7" Goerz Dogmar, f 6.3 Telephoto lens for Korelle Reflex	69.50
12" Tele Megor f 5.5 Telephoto for Korelle Reflex	159.50
73mm Hektor f 1.9 chrome for Leica (non-coupling)	125.00

VIEW CAMERAS

Listed are a few of the many excellent view cameras that we now offer, some are new, some equal to new and some are demonstrators.

Graphic View, 4x5, case, tilt-top, New	$130.00
Meridian Press View, all swings and tilts ....New	225.00
8x10 Korona View Camera, Equal to New	49.50
5x7 Korona View Camera....Demonstrator	44.50
8x10 Burke and James View....New	101.00
5x7 Korona Commercial View....Equal to New	52.50
4x5 Korona Commercial View....Demonstrator	44.50

We also maintain a complete stock of Packard Shutters, bulbs, and tubing.

CAMERA CASES SPECIALLY PRICED

Mercury II, deluxe, eveready....Reg.	$8.00	$6.40
Kodak 35mm Rangefinder, deluxe, eveready. Reg.	9.00	7.20
Argus C-3, deluxe, eveready....Reg.	8.00	6.40
620 Jiffy and Vigilant, sheath type....Reg.	5.75	4.60
Kodak 35mm, deluxe, eveready....Reg.	8.50	6.80
Brownie Reflex, deluxe, eveready....Reg.	3.75	3.00
Kodak Bantam, deluxe, eveready....Reg.	7.00	5.60
Ciroflex, deluxe, eveready....Reg.	7.75	6.20
8mm Keystone, sheath style....Reg.	6.75	5.40
8mm Bell and Howell, sheath style....Reg.	6.25	5.00
8mm Revere Model 88, deluxe, eveready....Reg.	8.50	6.80
8mm Revere Model 88, sheath type....Reg.	6.00	4.80
8mm Kodak Model 20 & 25, sheath type....Reg.	7.75	6.20
8mm Kodak Model 20 & 25, Compartment....Reg.	12.00	9.60
8mm Revere Turret, Compartment....Reg.	12.00	9.60
Lined Gadget Bag 10"x9"x3½", waterproof leather....Reg.	6.50	4.98
Deluxe Leather Gadget Bag, 10"x8"x3½"....Reg.	8.50	6.80

Complete Assortment of Gadget Bags from $3.95 up. Write us your needs.

PROJECTOR CASES

We have a complete stock of deluxe, sturdy, imitation leather covered wood cases, with lining that will show off your projector as well as protect it from dust, dirt, and abuse. Available for all: REVERE, KEYSTONE, KODASCOPE 33, KODASLIDE II. Regularly $12.50. Special....$9.95

ANSCO Second Timer

A Long Awaited Item.

ONLY $5.95

A practical timer that can be put to hundreds of uses.

TRADE-IN YOUR OLD EXPOSURE METER

We will accept your old meter in trade regardless of make or condition and give you a generous allowance towards the purchase of a new one. Just send us your old meter. You will be surprised at how much it is worth.

Weston Master II	$29.67
General Electric DW 58	26.95
ASA Hood Only for GE Meter	5.50
Norwood Hollywood Meter	75.00
DeJur Model 6A Exposure Meter, case, L.N.	$15.95
General Electric Exposure Meter, L.N.	21.50
Weston Master II, Cine Meter	29.67
Carrying Case for Weston Master II	1.75
Carrying Case for GE Meter	1.75

REFLEX CAMERAS

For vacation needs a reflex camera will suit you perfectly, enabling you to see your picture before snapping it.

Argoflex Model I, f 4.5 coated lens, case	$ 69.63
Argoflex, Model II, f 4.5 coated lens, metal construction, built-in film counter, deluxe case	87.54
Kodak Reflex, f 3.5 coated lens and finder, deluxe case	137.92
Ciroflex, f 3.5 coated lens, deluxe case	84.68
Automatic Rolleiflex, f 3.5 Tessar lens, deluxe case	325.00
Rolleicord, f 3.5 Carl Zeiss Triotar, case	165.00
2¼x3¼ RB Graflex, Series B, 5" Coated Ektar f 4.5	157.50
Hollywood Reflex, 2¼x2¼, all metal construction	19.95

MINIATURE CAMERAS

Vacation time is an ideal time for Color Pictures. With any of these cameras we are sure that you will have everlasting enjoyment for years to come.

Kodak 35mm, f 3.5 coated lens, rangefinder, built-in synch.	$80.81
Argus C-3, f 3.5 coated lens, rangefinder, flash gun, deluxe case	70.33
Argus Model A-2, f 4.5 coated lens, deluxe case	29.45
Universal Mercury f 2.7 coated lens	82.90
New Argus Model 21, f 3.5 coated lens, mark-finder viewer, case	57.08
Spartus, "35," f 7.7 lens	12.50
Perfex Deluxe, f 2.8 Wollensak Coated lens, focal pl. shutter	91.50
Flash Unit for Perfex Deluxe Model	8.75

'Buy with Confidence'

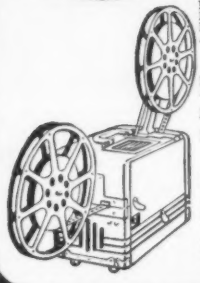
Take REEL Pictures of Your Vacation Fun

8MM MOVIE EQUIPMENT

Brand New "Revere 8mm Magazine." Features ease in loading; economy; five speeds; magazine can be interchanged; B&L Animar f 2.8 coated lens	$127.50
Revere Model 88, f 2.5 coated lens, five speeds	77.50
Revere Turret Model, with B&L Animar f 2.8 coated lens	110.00
1½" Wollensak Telephoto f 3.5 lens fitted for any Revere	34.50
Keystone K-8, f 2.5 coated lens, slow motion, interchangeable lens	64.50
Keystone K-8, f 1.9 coated focusing lens, three speeds	91.50
1½" Wollensak f 3.5 Telephoto lens fitted for Keystone	34.50
Cine Kodak 8mm Model 25, f 2.7 coated lens	58.33

An ideal companion for your Eight Camera.

Revere Deluxe Projector, 500W, 1" f 1.6 ctd. lens	120.00
Bell and Howell Picture Master, case	262.00
DeJur Model "1000," 1" f 1.6 ctd. lens	159.00
Ampro A-8, 1" f 1.6 coated lens, case	168.00



16MM MOVIE EQUIPMENT

B&H Filmo Model 70, f 3.5 THC. L.N.	$ 89.50
Ampro 16mm Silent Projecto, 2" f 1.85 lens, 750W, reverse, case, L.N.	159.50
B&H Auditorium Model, 2000' Capacity, 2" f 1.6 lens, L.N.	295.00
Keystone 16mm, 2" f 1.6 lens, 500W, case, L.N.	79.50

16MM SOUND PROJECTORS

We have at the present time a complete stock of 16mm Sound Projectors. Any of these will enable you to have your own talking pictures when you want them.

B&H Filmosound Model 179, 1000W, 2" f 1.6 ctd. lens, complete with cordomatic control	$603.00
Ampro Premier 20, 16mm 2" f 1.6 coated lens	540.00
Natco 16mm, 2" f 1.6 coated lens, 1000W Lamp	469.00
Victor Model 60, all metal construction, 2" f 1.6 lens	468.00
	468.00

'Buy with Confidence'

HF Savings for the Slide Enthusiast

Spencer MK100W Slide Projector.	List $40.00.	Brand New	$ 21.50
Spencer MK150W Slide Projector.	List 45.00.	Brand New	23.75
Spencer MK200W Slide Projector.	List 67.50.	Brand New	32.75
Bell and Howell Slidemaster, 1000W Lamp.	Formerly $335.00.	Brand New	285.00

ADEL SLIDE VIEWER. FORMERLY $19.75. BRAND NEW 7.95

Save $14.75 on This Famous

ADEL SLIDE VIEWER

FORMERLY $19.95

Plus Your Choice of 12 Slides Art—Scenic—Circus 5.95

GET ALL FOR $10.95

CASTLE and OFFICIAL FILM

from our movie rental library, SPORTS—MUSICALS — NEWS EVENTS — CARTOONS — OLD TIME MOVIES, etc.

8mm Subjects complete	$ 4.00
16mm Subjects complete	6.50
16mm Sound Subjects complete	13.00
16mm Sound Colored Subjects complete	25.00

Catalogs on request — Orders promptly filled

GOOD CASH FOR USED EQUIPMENT

We are still paying Highest cash prices for usable cameras, lenses, projectors, binoculars, etc. Get them for your equipment. Simply tell us what you have and we'll send our bid by return mail. Don't Delay!

Sell While Prices Are Still High

HABER & FINK INC

12 WARREN STREET, NEW YORK 7, N. Y.

Take Big pictures—

with the diminutive

MONTE CARLO *Mini* featuring AUTOCAL

BUILT-IN AUTOMATIC EXPOSURE CALCULATOR

Takes 16 exposures on 120 roll film—negative size 2¼" x 1¾"

16 big negatives of character and clarity that produce salon prints.

MONTE CARLO *Optically Engineered* CAMERAS

All these features of the MONTE CARLO MINI are optically and mechanically engineered to give you the fullest measure of photographic pleasure.

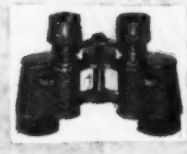
F/3.5 MONTE CARLO MINI with AUTOCAL—front lens focusing. 9 accurate shutter speeds, 1/250, 1/100, 1/50, 1/25, 1/10, 1/5, 1/2, 1 sec. B. . **$57.95**

IMMEDIATE DELIVERY

MONTE CARLO offers a selection of Optically engineered cameras and binoculars which are particularly suitable for graduation, wedding and travel gifts.

MONTE CARLO PHOTAX

MONTE CARLO SPECIAL



MONTE CARLO BINOCULARS

Fill in and send this coupon for FREE detailed booklet PP on Monte Carlo Special Cameras & Binoculars.

Name DETROIT PUBLIC LIBRARY

Street

City State

J. L. GALEF & SON, inc.

75 CHAMBERS ST. IMPORTERS — MANUFACTURERS NEW YORK 7, N. Y.

Dealers' cooperation solicited. Write for Information.

UNIQUE SINGLE FRAME feature makes the Mercury II *especially designed for color* . . . and outstanding for black-and-white . . . for it permits the incorporation of the three important factors that camera experts agree are necessary for good color photography.

1. SHARPNESS OF NEGATIVE. Universal engineers discarded the old-fashioned idea of negative size and incorporated into the Mercury the same size 35mm. negative as is used for the projection of motion pictures. By using this single frame size, it was possible to attain a short focal length, which results in an amazing depth of focus at any given aperture, thus assuring sharpness of negative over a much greater area. This extreme depth of focus, assures excellent results for color projection or the making of enlarged color prints.

2. SHUTTER ACCURACY. Mercury II's rotary focal plane shutter, with speeds up to 1/1000th, has been proven more accurate by actual test. It is used and *endorsed,* by Harvard Observatory.

3. LENS CORRECTION. Universal's experience in the grinding and polishing of lens and prisms for precision optical instruments resulted in the color corrected anastigmat Mercury II lens.

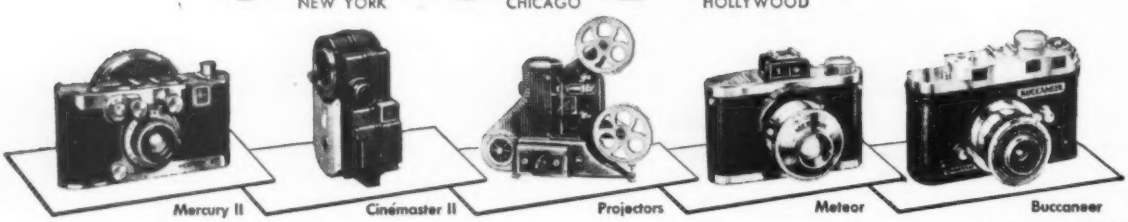
• • • •

To cap it all, Mercury II cuts color costs almost in half . . . you get 36 pictures on a standard 20-exposure cartridge. Yes, Mercury II is the only minicamera *especially* designed for color. That's why we state that Mercury II is "second to none" for natural, vivid, fresh, true-to-life color results. No wonder photo experts are turning to Mercury II for natural color! Look it over at your dealer's today!

MERCURY II—It's a Universal

UNIVERSAL CAMERA CORPORATION

NEW YORK CHICAGO HOLLYWOOD



"My Investment in N.Y. I. Training Paid Off with a Profitable Photographic Career!"

By Ralph Crowell

"I can really say that my investment in the New York Institute of Photography has paid dividends many times over! For I was a student—without any definite plans for my future—when I decided to turn my interest in photography into a well-paid career.

"When I enrolled at N.Y.I. I had no basic knowledge—just an eagerness to learn as quickly as possible. I was delighted with the rapid progress I made in absorbing N.Y.I.'s practical, effective methods. Almost before I knew it I found myself becoming expert in every phase of photography—thanks to the painstaking guidance of my instructors.

"Long before my training was completed, I began to earn money from free-lance assignments. After graduation the money continued to pour in from these part-time sources—and in addition I held positions in several photographic studios to gain the confidence and experience I needed to establish my own business. Now I have achieved this ambition to have a studio of my own. Business is growing better every day and all I can say is that photography has proved to be a more lucrative career than I would have dreamed possible. I can't say enough to express my gratitude to N.Y.I. for the contribution their training made to my success."

*From a letter dated February 27, 1947

All Photographs on this page by Ralph Crowell

LET N.Y.I. HELP YOU SHORTCUT TO PHOTOGRAPHIC SUCCESS

TRAIN AT HOME IN SPARE TIME

We will gladly send you details FREE on how, like Ralph Crowell, you can enjoy photography to the fullest—how you can make it pay richly in spare-time earnings or as your life's work; and why photography means a sound, substantial future as well as immediate opportunities. N.Y.I. offers you spare-time training at home—training that has already qualified thousands of men and women for photographic success. Most important of all, they were able to learn expert photography in leisure time—at their convenience, without disturbing their jobs or home life. N.Y.I. courses include Commercial, Advertising, News, Fashion, Industrial, Portrait and COLOR Photography. Also, resident instruction in our N.Y. Studios. Write Today!

New York Institute of Photography

Dept. 99 10 West 33 Street New York 1, N. Y.

Training Men and Women for Photographic Success Since 1910

New York Institute of Photography
Dept. 99, 10 West 33 Street
New York 1, N. Y.

37th YEAR

Gentlemen:
Please send me full details about photography for pleasure or career. It is understood no salesman will call.

Name .....
Please Print

Address .....

City..... Zone..... State.....

☐ Check here if you are eligible under the G.I. Bill of Rights.

DETROIT PUBLIC LIBRARY

SENSATIONAL WAR BARGAINS in LENSES & PRISMS

ASSEMBLE YOUR OWN BINOCULARS!

NOTICE! If you buy both the Binocular Optics and the Binocular Metal Parts, your purchase becomes subject to 20% Federal Excise Tax. Be sure to add amount covering tax to your remittance or your order cannot be filled.

Complete Optics! Complete Metal Parts!
Save More than ½ Regular Cost

GOVT'S. 7 x 50 BINOCULARS

Here's an unusual opportunity to secure a fine set of Binoculars at a substantial saving of money. Offered here are complete sets of Optics and Metal Parts for the 7x50 Binoculars. These components are new and all ready for assembly. We supply full instructions. Limit—1 set of Metal Parts and 1 set of Optics to a customer.

METAL PARTS—Set includes all Metal Parts—completely finished—for assembly of 7x50 Binoculars. No machining required. Bodies have been factory hinged and covered. A sturdy Binocular Carrying Case is included with each set of Metal Parts.
Stock #841-P—7x50 Metal Parts ..... **$36.20 Postpaid**

OPTICS—Set includes all Lenses and Prisms you need for assembling 7 x 50 Binoculars. These Optics are in excellent condition—perfect or near perfect—and have new low reflection coating.
Stock #5102-P—7 x 50 Optics ..... **$25.00 Postpaid**

ARMY'S 6 x 30 BINOCULARS!

No Carrying Case with any Sets shown below. (None yet available in Surplus Market.) M-13A1 sets are waterproof model. M-3 sets are not waterproof. Limit—1 Set to a Customer on all Sets shown below.

COMPLETE OPTICS & METAL PARTS—Model M-13A1, 6 x 30 Binoculars. Everything you need—ready for assembly. When finished will look like a regular factory job costing $102 to $120. The Optics are new, in perfect or near-perfect condition. Have new low reflection coating. Metal Parts are new and perfect, all completely finished. No machining required. Bodies factory hinged and covered. Complete assembly instructions included.
Stock #830-P ..... **$40.00 Postpaid, plus $8.00 tax—Total—$48.00**

COMPLETE OPTICS & METAL PARTS—Model M-3, 6 x 30 Binoculars. The Optics in this set are new, perfect or near-perfect. Prisms have new low reflection coating. Factory mounted Eye Piece and Objective Assemblies not coated. Metal Parts are perfect, new, ready for assembly. When finished, this will look like a regular factory job, except a name has been filed off a cover plate. No machining required. Bodies factory hinged and covered.
Stock #831-P ..... **$35.00 Postpaid, plus $7.00 tax—Total—$42.00**

If you buy both the Binocular Optics and the Binocular Metal Parts, your purchase becomes subject to 20% Federal Excise Tax. Be sure to add amount covering tax to your remittance or your order cannot be filled.

METAL PARTS ONLY—Model M-13A1, 6 x 30 Binoculars. No Optics. Same Metal Parts as described for Stock #830-P.
Stock #832-P—6x30 Metal Parts **$25.00 Postpaid**

METAL PARTS ONLY — Model M-3, 6 x 30 Binoculars. No Optics. Some machining on these Metal Parts required. Bodies hinged and Prism Shelf holes placed, but you must tap them. Prism Shelves have been machined. Six lead spiral focusing threads have been cut. Some less difficult components you must thread and machine yourself, but all material you need is furnished except body covering material and Optics.
Stock #833-P.6x30 Metal Parts **$12.00 Postpaid**

OPTICS FOR 6x30 BINOCULARS (No Metal Parts). Perfect and low reflection coated.
Stock #5130-P ..... **$15.00 Postpaid**

SAME OPTICS AS ABOVE Coated, but slight seconds.
Stock #5124-P ..... **$12.75 Postpaid**

Optics and Metal Parts are Available for Monoculars (½ a Binocular). For Complete Details, Write for Bulletin #14-P.

Set #1-P—"Our Advertising Special"—15 lenses for $1.60 Postpaid, plus 10-page idea booklet. For copying, ULTRA CLOSE-UP SHOTS, macrophotography, experimental optics, magnifying and for making a two power f/16 Telephoto Lens, "Dummy Camera," Kodachrome Viewer, DETACHABLE REFLEX VIEWFINDER for 35 mm. cameras, stereoscopic viewer, ground glass and enlarging focusing aids, TELESCOPES, low power Microscopes and for many other uses.

NEW 50-PAGE IDEA BOOK "FUN WITH CHIPPED EDGE LENSES"
Contains wide variety of projects and fully covers the fascinating uses of all Lenses in sets listed above . . . only **$1.00 Postpaid.**

15 MM. KODACHROME PROJECTING LENS SET—Consists of 2 Achromatic Lenses for projecting, plus 2 Condensing Lenses and piece of Heat Absorbing Glass with directions.
Stock #4029-P ..... **$3.10 Postpaid**

TANK PRISMS—PLAIN OR SILVERED

90-45-45 deg. 5¾" long, 2⅛" wide, finely ground and polished.
Stock #3004-P—Silvered Prism (Perfect) ..... **$2.00 Postpaid**
Stock #3005-P—Plain Prism (Perfect). **2.00 Postpaid**
Stock #3100-P—Silvered Prism (Second) ..... **1.00 Postpaid**
Stock #3101-P—Plain Prism (Second). **1.00 Postpaid**
(Illustrated Book on Prisms included FREE)

We have literally millions of war surplus lenses and prisms for sale at bargain prices. Write for catalog "P"—sent free!

BATTERY COMMANDER'S PERISCOPE—With Tripod—6 Power Instrument. Excellent condition. Length 27½ inches—diam. 1½ inches. Cost U. S. Govt. approximately $175.00.
Stock #717-P ..... **$20.00 F.O.B. Audubon**

POLARIZING VARIABLE DENSITY ATTACHMENT FOR 7x50 BINOCULARS—An amazingly effective unit for controlling amount of light reaching your eyes. Cuts down glare in sky and overwater observations. Easily snapped on and off over the eye cups of American-made 7x50 Binoculars. Govt. cost $8.30 each.
Stock #20000-P ..... **$2.00 Postpaid**

BOMBER SIGHTING STATION—A double end Periscope Type Instrument of highest precision. Brand new and in perfect condition. 6 ft. tall, shipping wt. 360 lbs. Orig. cost $9,850. Consists of numerous Lenses, Prisms, Mirrors, Gears, Motors, Metal Parts and Electrical Gadgets.
Stock #914-P ..... **$50.00 F.O.B. Oklahoma**

2½" DIA. ACHROMATIC TELESCOPE OBJECTIVE—F.L. 20 inches. (Not a war surplus item.) The Govt. used very few long focus Objective Lenses so we had these made for you. First class lens suitable for Spotting Scopes, Terrestrial Telescopes, etc. Not coated.
Stock #6197-P ..... **$10.00 Postpaid**

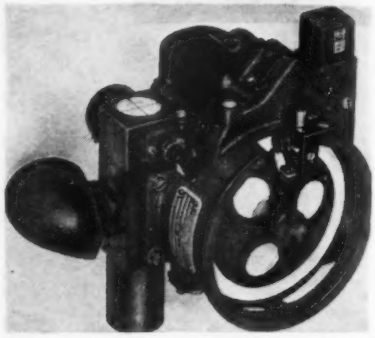
16 MM. PROJECTOR CONDENSING LENSES—Consists of two Condensing Lenses with combined F.L. of one inch.
Stock #4026-P ..... **$1.00 Postpaid**

OPTICAL BENCH KIT—(Not a War Surplus Item.) Everything you need, including four Lens Holders for checking Focal Lengths and setting up Lens Systems.
Stock #53-P ..... **$8.50 Postpaid**

YOU CAN EASILY MAKE

Telescopes, Magnifiers, Photographic Gadgets and Hundreds of Experiments with these Low Cost Lenses.
To Translate Millimeter measurements: 25.4 mm. equals one inch.

NEVER HAS THERE BEEN SUCH A SENSATIONAL BARGAIN AS THIS!
BUBBLE SEXTANT-TYPE A-10



Used by the Army Air Forces, these Bubble Sextants cost the Govt. about $200 each to make. At our price of $12.50, you can quickly see that this is a wonderful bargain. Included with your Bubble Sextant shipment will be a sturdy wooden Carrying Case, equipped with catches and handle, 5 spare waxed paper discs, flashlight with rheostat for using Sextant at night, (uses ordinary flashlight cells which are not furnished), auxiliary 2 power Galilean Telescope for use on faint stars, Allen wrench, 2 spare marking points. Though wartime used, these Sextants have been, where necessary, completely repaired, collimated, and put in good working order. The light bulb has been tested. The Bubble is in working condition. All other working parts have been checked and are in good order. Because these Sextants have been wartime used, we make the following guarantee: if you are not satisfied that our Sextant is exactly as we represent it, return it within 10 days and your money will be refunded. Full directions on how to use the Bubble Sextant will accompany your shipment.
Stock #924-P ..... **$12.50 Postpaid**

SCHMIDT OPTICAL SYSTEM. Black plastic body, size 3¹⁵⁄₁₆" by 5½". F.L. 2.4" . . . with amazing speed of F 0.9. Used in Navy's Infra-Red Sniperscope and Signalling Units. Govt. cost $134. Limit—1 to a customer.
Stock No. 720-P ..... **$6.00 Postpaid**

MOUNTED KELLNER TELESCOPE EYE PIECE—Perfect, coated, in Ordnance sealed boxes. F.L. 1¾ inches. Outside dia. of steel mount 40 mm.
Stock #6198-P ..... **$3.15 Postpaid**

AIR FORCES GUN SIGHT

With Polarizing Variable Density Attachment—Can be used as Slide Viewer, or take it apart and you can get Polarizing Variable Density Attachment, Mangin Concave Mirror, Reflector Plate, Metal Reticle, Window, Lamp Housing, Ring and Bead Sight. The Polarizing attachment alone is worth many times the price of entire unit. Consists of 2 Polarizing Filters mounted with small handle which rotates one around the other. May be used in Photography, Research, Experiments, as Light Dimmer, etc.
Stock #908-P ..... **$5.00 Postpaid**
Same Unit Without Polarizing Attachment
Stock #916-P ..... **$2.50 Postpaid**

GIANT SIZE RED AND AMBER FILTERS

Filter material is cemented between glass. All ⅛" thick.

Stock No.	Color	Diam.	Price
706-P	Red	7⅞"	$2.00
707-P	Red	5⅞"	1.50
708-P	Amber	7⅞"	1.50
709-P	Amber	5⅞"	1.00

USES: For large camera filters, for large size spotlights, for darkroom lights (spectroscopically tested), for interior decorating, for display tray in home or store.

Order by Set or Stock No. ***Satisfaction Guaranteed***

EDMUND SALVAGE COMPANY • P. O. AUDUBON, NEW JERSEY

to make better pictures . . .

to see your pictures . . .

to protect your pictures . . .

get FODECO — there's a product to fit your every need! Each does its job better than anything you've ever seen! You see your pictures at their glamorous best . . . keep your slides, transparencies, negatives, and movie films protected and easy to get at!

VIEWER NEGATIVE FILE NO. 166 holds all negatives and transparencies up to 4x5½, electric 5x5 viewing easel, adjustable compartments, index cards, file guides. Transparent protectors.

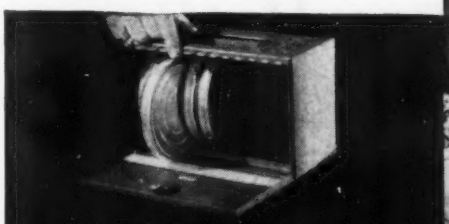
ELECTRIC SLIDE VIEWER NO. 105 glamorizes all 2x2 slides in beautiful, illuminated, magnified 3-dimensional effect. Compact . . . fits pocket. Carries 56 slides.

if you take pictures

YOU NEED

VIEWER SLIDE FILE NO. 155 built in electric viewing easel, file illuminator, full width compartments, cushions, angle setting rests, holds 210 2x2 slides.

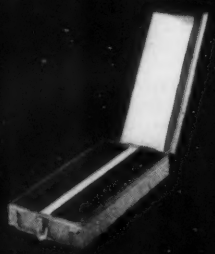
VIEWER FILM FILE NO. 135 built in electric viewer. Holds 1500 miniature negatives in strips of 4. Adjustable file space. Transparent protectors, index cards, guides.



EJECTOR FILM LIBRARY CHEST featuring push button reel ejection and cabinet stacking. No. 812 holds 12 8mm 200 ft. reels; No. 4812 holds 12 of any combination of 8mm 200 ft., 300 ft., 400 ft. reels; No. 1612 holds 12 16mm 400 ft. reels.

VIEWER RETOUCH DESK NO. 115 for viewing, retouching, displaying negatives and transparencies up to 7x7 . . . masks for light area control.

SLIDE FILE NO. 245 dustproof all metal, felt cushions, full width compartments, rests for angle setting. Holds 600 slides.



SLIDE FILE NO. 145 dustproof all metal, felt cushions, full width compartments, rests for angle setting, hold 300 2 x 2 slides.

VIEWER SLIDE FILE NO. 255 built in electric viewing easel, file illuminator, full width compartments, cushions, angle setting rests, holds 510 2x2 slides.

FODECO

TRADE MARK REGISTERED U.S. PAT. OFF

distinctive photographic devices

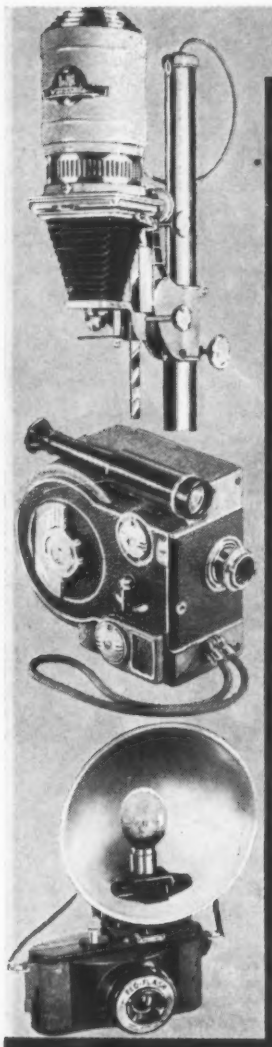
Remember!

You've bought a camera to record scenes and events — that you want to treasure forever. Even your camera, if lost, can be replaced. But a lost negative is gone forever. Protect it — with Fodeco!

Go in to your dealer's today. See for yourself Fodeco's wonderful utility, convenience, and protection features. And, finished in rich Library-Brown, they adorn any setting, too! Write, without obligation, for full color descriptive folders on any of these products.

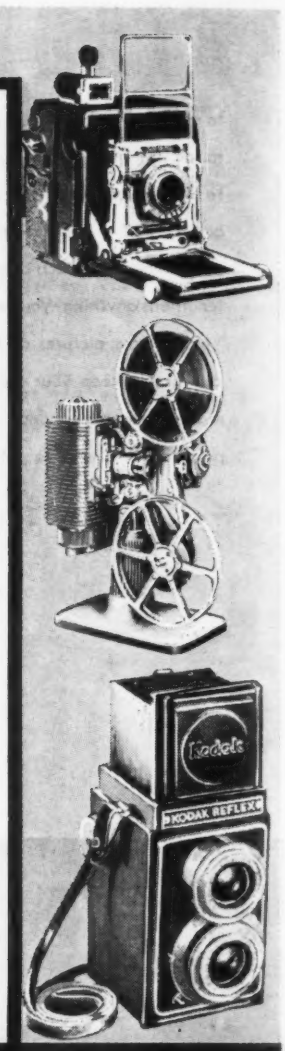
TECHNICAL DEVICES CORPORATION

ROSELAND • NEW JERSEY



THE HOUSE OF PHOTOGRAPHIC VALUES

ABE COHEN'S EXCHANGE



Save $32.64

DE JUR VERSATILE II ENLARGER WITH 4" KODAK PROJECTION F4.5 COATED LENS $99

Reg. Price $131.64

The most exceptional enlarger value in years. Equipped with lens you'd take if you had your choice, **for cost of the enlarger alone.** Offer limited to stock on hand.

Completely Redesigned

SPEED GRAPHIC 23 (2¼x3¼) THE NEW "PACEMAKER"

Fitted with Ektar F4.5 coated lens in Supermatic Synchro Shutter..... **$221.26**

Crown Graphic "23" (without focal plane shutter); same lens and shutter equipment as above.. **$181.15**

Kalart Range Finder installed..**$42.00**
Graflex Flash Gun..... **24.62**

Postwar Appearance & Construction

REVERE MAGAZINE EIGHT "70" MOVIE CAMERA

$127.50

Bausch & Lomb F2.8 lens. Handsomely designed, extremely efficient, relatively low in cost. Uses Eastman magazine load film.

Make Your Movies More Beautiful

REVERE "85" PROJECTOR

$120

Fast F1.6 coated lens. 500 watt lamp, double blower cooling system, 300 foot reel. Assures smooth, safe, brilliant projection.

A Versatile Gem of a Camera

FEDERAL FED-FLASH CAMERA

$8.95

Flash Unit .....$2.90 extra

Good pictures indoors or out, day or night . . . so clear and sharp you can enlarge them to 8x10 without loss of detail. 8 full-size pictures (1⅝x2½) on 127 film.

Kodak for Perfect Pictures

KODAK REFLEX with field case

$137.92

Color-corrected F3.5 Anastigmat lens magnifier for critical focusing; built-in flash synchronization. Flash Kodamatic shutter (7 speeds to 1/200).

Bantam Kodachrome adapter for above .....**$ 5.55**
Mendelsohn Model E Flash Gun. **15.50**

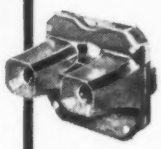
ACCESSORIES

3¼x4¼ Graphic film holders, new type...$	4.14
3¼x4¼ Graflex film pack adapter.....	8.65
4x5 Graphic film pack adapter.....	9.00
5x7 Ansco Film Holders.....	4.85
5x7 Eastman Film Holders.....	5.30
Feed and Take up magazines for Robot II.	2.95
2½x3½ or 2¼x3¼ Double metal film holders for Medalist, Recomar, Avus and similar cameras	3.62
3" Schneider Tele Xenar F3.8 Telephoto for Robot L.N.	65.00
Medalist Accessory Back with cable release	40.83
Kodak 35mm. & Bantam Backs for 9x12cm. cameras	37.92
Bantam color adapter for Kodak Reflex...	5.55
M 49 Timeolite reg. $19.50.....	16.49
P 49 Professional Timeolite reg. $24.50....	19.50
U. V. 16 filters, Ser. V. for Ansco Color...	2.50
U. V. 16 filters, Ser. VI for Ansco Color..	3.00

CARRYING CASES FOR ALL TYPES OF CAMERAS

Kodaks	Mercury
Ansco	Contax
Argus	Weston & GE Meters
Argoflex	Rolleicord & Rolleiflex
Ciroflex	Movie Cameras & Projectors
Perfex	Speed Graphic and many others

UNIFLASH CAMERA with Flash Unit..... $8.75
New coated lens cuts glare; Magni-Field view finder—same as used on expensive models. Flash timing. Automatic flash bulb ejector.



STEREOSCOPIC VIEWMASTER $2.00

Travel scenes for grown-ups and fairy tales for children, all in remarkable, full-color third dimension. A treasured yet inexpensive gift. Reels of 7 scenes each, only 3 for $1.

NEW LENSES

4½" Bausch & Lomb coated F4.5 in barrel.....$	53.14
5½" Bausch & Lomb coated F4.5 in barrel.....	64.63
5½" Ilex Paragon F4.5 Acme Synchro Shutter.....	115.65
6½" Ilex Paragon coated F4.5 Acme Synchro Shutter	133.40
6½" Ilex Paragon coated F4.5 Acme Shutter.....	95.55
7½" Ilex Paragon F4.5 Acme Synchro Shutter.....	136.10
7½" Turner Reich F6.8 Triple Convertible Alphax Shutter	119.60
7½" Ilex Paragon F4.5 Acme Shutter.....	101.00
8½" Turner Reich F6.8 Triple Convertible Alphax Shutter	128.80
8½" Ilex Paragon coated F4.5 Universal Shutter...	125.95
12" Turner Reich F6.8 Triple Convertible Betax Shutter	200.00
15" Turner Reich F7.5 Triple Convertible Betax Shutter	264.00
20" Bausch & Lomb F5.6 Telephoto mounted on metal board for 4x5 Speed Graphic, Special....	129.50

NEW VIEW CAMERAS

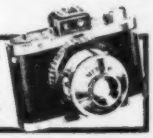
2¼x3¼ Busch Pressman .....$	73.40
4x5 New Vue all metal Camera Reg. $79.50	49.50
4x5 Korona View Camera.....	50.00
4x5 Meridian Camera, 4 way swing back	225.00
5x7 Korona Commercial View Camera.	65.00
5x7 Grover View Camera.....	81.45
5x7 Eastman View No. 2D, case.....	117.50
8x10 Korona View Camera.....	63.00
8x10 Eastman View #2D with case..	133.50

FLASH!!

Word has just arrived that the following brand new Leicas are on their way from Germany and will be in stock very shortly:

LEICA III C with Summitar F2 or Elmar F3.5 coated lens

We have no information as to price or date of delivery, but will be pleased to send these particulars to all who send us their inquiry.



METEOR CAMERA Built-in Flash Attachment.. $15
2¼x2¼ picture size. All-metal body construction. Optical view finder. Built-in extinction-type exposure meter. Coated lens. Built-in lens shade.

ABE COHEN'S EXCHANGE, INC.

142 FULTON STREET • NEW YORK 7, N. Y.

ALL PRICES INCLUDE TAX

Shipments F.O.B. New York. Include approximate postage with order.

Prices subject to manufacturer's established price at time of delivery.

JAMES H. SMITH & SONS CORP.

Manufacturers of VICTOR Lighting Equipment, Intensifier, Spotting Colors

GRIFFITH Lake and Colfax Streets INDIANA

PEERLESS DIGS UP SOME GOOD BUYS..

ARGOFLEX II

More brilliant illumination because of fast f3.5 Viewing lens. Coated f4.5 "Taking" lens. All metal. With top-grain saddle leather eveready case.

YOUR COST, postpaid **$87.54**

SAVE OVER 32% ON ARGOFLEX II ACCESSORIES! COMBINATION PACKAGE NO. 38

Duraluminum Comb. Lens Shade & Filter Holder	$ 3.04
Set of 3 Optical Glass Filters @ $1.50 ea.	4.50
Bantam Kodachrome Adapter	5.55
Total List Price	$13.09

YOUR COST **$8.89** Shipping Wt. 1 lb.

8mm MOVIE OUTFIT!

YOUR COST COMPLETE **$139.00**

KEYSTONE K8 CAMERA
With f2.5 coated Wollensak lens. $64.50

and the

KEYSTONE R8 PROJECTOR
With f1.95 lens and 500 watt lamp. $74.50

REVERE 70

New magazine load 8mm movie camera with interchangeable f2.8 B & L coated lens, 5 speeds, single frame exposure, silent gears, powerful motor, lubricated for life.
YOUR COST, postpaid **$127.50**

REVERE TURRET MODEL 99 — Revolving lens turret for 3 lenses. Comes with B & L f2.8 coated lens.
YOUR COST postpaid..... **$110.00**

REVERE MODEL 88 — Comes with f2.5 coated Wollensak interchangeable lens.
YOUR COST postpaid..... **$77.50**

REVERE 85 8mm Movie Projector — 500 watt, 300 ft. reel capacity, f1.6 coated lens. Extremely quiet and smooth operation.
YOUR COST postpaid..... **$120.00**

35MM CAMERAS

CONTAX III, f2 Sonnar, coupled R.F., built-in meter, case, L.N.	$325.00
ZEISS SUPER NETTEL, f2.8 Tessar, coupled, Contameter close up attachment, case, L.N.	149.50
LEICA III C, latest, f3.5 coated Elmar, coupled R.F., case	292.00
LEICA III C, latest, f2 Summitar, coupled R.F., case, L.N.	375.00
LEICA F, f3.5 Elmar, coupled R.F., case, L.N.	175.00
LEICA A, f3.5 Elmar, speeds to 1/500, case, exc.	59.50
WELTINI, f2.8 Xenar, coupled, L.N.	125.00
WELTINI, f2.8 Tessar, coupled, L.N.	145.00
WIRGIN, f2.9, case, L.N.	39.50
CONTAX I, f3.5 Tessar, coupled, slow speeds, exc.	169.00
CONTAX III, f1.5 Sonnar, coupled, built-in meter, L.N.	375.00
PERFEX 55, f2.8 Wollensak, coupled R.F., L.N.	59.50
ROBOT I, f3.5 Tessar, L.N.	75.00
AGFA KARAT, f2.8 Xenar, coupled, case, L. N.	89.50
ARGUS C3, f3.5 coated lens, coupled, synchro flash, E.R. case, New	70.33
CLARUS, f2.8 coated Wollensak, coupled Rangefinder, E.R. case, L.N.	95.00
VOKAR, f2.8 coated lens, coupled rangefinder, E.R. case, Like New	74.50
KODAK EKTRA, f1.9 coated Ektar, coupled R.F., Extra Magazine Back, case, L.N.	375.00
MERCURY II, f3.5 coated Tricor, case, L.N.	49.50

LEICA ACCESSORIES

35mm f3.5 Elmar coupled Wide Angle Lens, L.N.	$ 95.00
91mm f4.5 Tessar coupled Telephoto, New	99.50
127mm f4.5 coupled coated Telephoto, New	171.50
Vidom Universal Viewfinder, L.N.	45.00
Sliding Focusing Copying Attachment, New	45.88
DeMornay Budd Focusing Reflex Viewfinder, Case, New	55.00
Leica Soft Release, New	3.15

Complete Assortment of FILTERS—CASSETTES—SUNSHADES

CAMERAS for BEGINNERS

BABY BROWNIE SPECIAL, 127, New.	$ 2.30
ANSCO B2 SHUR SHOT JR., New	3.92
FAULTLESS, 1/2-127, New	4.25
TARGET BROWNIE, 616, New	5.00
ANSCO PB20 PIONEER, New	7.42
UNIFLASH, with flash unit, New	8.75
FEDFLASH, 127, New	8.95
FEDFLASH Flash Unit, New	2.90
ANSCO CLIPPER, New	9.95
FULL-VUE, Reflex, 2¼x2¼, New	9.95
WINPRO, 35mm, New	10.95
SPARTUS, 35mm, f7.7 lens, New	11.95
BEACON, 1/2-127, coated lens, case, New	12.45
HOLLYWOOD REFLEX, 2¼x2¼, New	14.95

ROLL FILM CAMERAS

SUPER IKONTA B, 2¼x2¼, f2.8 Tessar, Compur rapid, single window, coupled, L.N.	$225.00
WELTUR, 1⅝x2¼, f2.9 Cassar, Compur rapid, coupled, L.N.	105.00
ANSCO SPEEDEX, 2¼x2¼, f4.5, New	45.00
VOLLENDA, V.P., f4.5 Schneider, exc.	19.50
ZEISS IKOMAT C, 2¼x3¼, f4.5 Tessar, compur rapid, exc.	49.50

REFLEX CAMERAS

EXAKTA B, V.P., f2 Xenon, L.N.	$185.00
IKOFLEX III, 2¼x2¼, f2.8 Tessar, compur rapid, exc.	295.00
R.B. GRAFLEX B, 2¼x3¼, f4.5 K.A., F.P.A., New	157.50
ARGOFLEX, 2¼x2¼, f4.5 coated lens, E.R. case, New	69.63
BABY ROLLEIFLEX, 1⅝x1⅝, latest f2.8 Tessar, Case, L.N.	195.00
AUTO GRAFLEX, 3¼x4¼, 21cm f4.5 Xenar lens, F.P.A., case, L.N.	169.50
STANDARD ROLLEIFLEX, 2¼x2¼, f3.5 Tessar, compur, case, exc.	165.00

MAKE YOUR VACATION MOVIES MORE INTERESTING WITH THESE NEW LENSES

FOR 8MM CAMERAS

12.5mm f1.9 BERTHIOT CINOR, focusing	$ 44.89
HYPOR CINOR Wide Angle Attachment.	29.95
1½" f3.5 B&H Telephoto, focusing	49.50
1½" f4 DALLMEYER Telephoto, focusing	39.50
1½" f3.5 ELGEET, universal	27.00

FOR 16MM CAMERAS

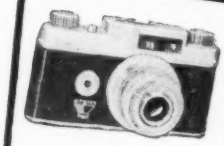
3" f3.5 DALLMEYER, focusing	$ 82.13
2" f1.9 DALLMEYER, focusing	85.85
2½" f2.7 KODAK, coated, focusing	75.00
4" f4.5 WOLLENSAK, focusing	73.80
6" f4.5 KODAK, coated, focusing	108.50

16MM PROJECTORS

BOLEX G8-16, Silent, shows both 8mm and 16mm films, 750 watts, variable light control, with 2 lenses, case, L.N.	$295.00
VALETTE, Silent convertible to sound, 750 watts, 2" f1.6 lens, all features, case, New	217.50
VICTOR 40B, Sound and Silent, 750 watts, 2" f1.6 lens, speaker, case, L.N.	345.00
AMPRO PREMIER-10, Sound, 750 watts, 2" f1.6 lens, speaker and case, L.N.	389.50

PEERLESS CAMERA STORES
138 EAST 44TH STREET
NEW YORK 17, N.Y.

DIG INTO THESE PEERLESS VALUES..



ARGUS 21

Newest of Argus Miniatures. F3.5 coated lens, built-in flash synchronization, double exposure guard and automatic film stop.

SAVE OVER 30% ON ARGUS 21 ACCESSORIES COMBINATION PACKAGE NO. 37

Top Grain Cowhide Eveready Case	$ 8.50
Duraluminum Combination Lens Shade & Filter Holder	
Set of 3 Optical Glass Filters @ $1.25	2.40
Safety Compartment Filter Pouch of fine leather and plastic	3.75
	1.00
Total List Price	$15.65

YOUR COST **$10.89**
Shpg. wt. 2 lbs.

SAVINGS OF OVER 33% ON PEERLESS BEADED SCREENS

Here's outstanding value! Greater brilliance than the ordinary beaded screen because of special "Texture Beading" process.

ADJUSTABLE TRIPOD MODELS

SIZE	REGULARLY	YOUR COST
30x40	$18.00	$11.95
40x40	22.00	14.95

AUTOMATIC BOXED TABLE MODELS

30x40	$24.00	$17.95
36x48	28.50	20.95
40x40	25.50	18.95
48x48	30.00	22.45

METAL CASE HANGING MODEL

30x40	$10.00	$7.95

ARGUS C3

f3.5 coated lens, coup. rangefinder, synchro flashgun. With top grain leather E.R. case.
YOUR COST, postpaid.....$70.33

SAVE OVER 24% ON ARGUS C3 ACCESSORIES

Combination Package No. 39

Duraluminum Combination Lens Shade & Filter Holder	
Set of 3 Optical Glass Filters @ $1.50 ea.	$ 3.38
Morton Telephoto Lens for Argus C2 or C3	4.50
Total List Price	49.95
	$57.83

YOUR COST Postpaid **$43.95** SHPG. WT. 4 LBS.

8MM CAMERAS

BELL & HOWELL, 3 Lens Turret, 1/2" f2.5 Taylor Hobson, 35mm f3.5 B&H Tele, Special Finders, Filter, case, New	$239.98
BRISKIN, Magazine Load, f2.5 coated Woll. Reduced from $115.00, New	99.50
KEYSTONE K8, f1.9 coated Woll., New	91.50
BOLEX L8, f1.9 focusing lens, L. N.	139.00
BOLEX H8, 3 Lens Turret, all de luxe features, 1/2" f1.9 Berthiot Cinor Lens, New	310.00
CINEMASTER II, f3.5 Woll., New	51.90

8MM PROJECTORS

AMPRO A8, 500 Watts, f1.6 coated Lens, Reverse, Still, Rapid Rewind, Case, New	$168.00
DEJUR 1000, 750 watts, f1.6 coated lens, 400 ft. capacity, pushbutton controls, Cordomatic, Reverse, Still, New	159.50
UNIVERSAL PC, 500 watts, f2 coated lens, 200 ft. capacity, New	69.50
B&H FILMOMASTER, 400 watts, f1.6 coated lens, 400 ft. capacity, case, New	177.45

EXPOSURE METERS

NORWOOD DIRECTOR, New	$ 75.00
WESTON MASTER II, New	29.67
G.E. Model DW 58, New	26.95
HICKOK, New	26.75
SKAN, Case, New	14.95
G.E. Model DW 48, Case, L.N.	14.00
HICKOK, L.N.	17.50
WESTON LEICAMETER, Case, L.N.	7.95
WESTON UNIVERSAL, L.N.	7.95

SENSATIONAL MARK-DOWN OVER 54% OFF!
The famous LEUDI Extinction Type EXPOSURE METER. Swell for Still and Movie Cameras. Extremely compact—easy to read. Made of tough, durable plastic.
List price, $2.15 YOUR COST **98c**

FILTERS

KODAK AND WRATTEN SERIES FILTERS

K2, A, X, G, Kodachrome Haze (Wratten No. 1), Kodachrome Type "A" Filter for Daylight (Wratten No. 85).

SIZE	SERIES V	SERIES VI	SERIES VII	SERIES VIII
YOUR COST	1.59	1.89	2.89	3.79

B, C4, C5, F, K1, K3, N, X2, 2A*, Kodachrome Filter for Photoflood (Wratten No. 80), Kodachrome Type "B" Filter for Daylight (Wratten No. 85B)**, 87, Aero 1, Aero 2, 23A, Kodak Sky Filter. Other filter varieties available on special order.

SIZE	SERIES V	SERIES VI	SERIES VII	SERIES VIII
YOUR COST	1.95	2.35	2.89	3.79

KODAK COLOR COMPENSATING FILTERS

CC23, CC24, CC25, CC33, CC34, CC35, CC43, CC44, CC45. Available in Series VI and VII only are: CC3, CC4, CC5, CC6, CC13, CC14, CC15.

SIZE	SERIES V	SERIES VI	SERIES VII	SERIES VIII
YOUR COST	2.09	2.59	3.29	4.39

KODAK SUPPLEMENTARY LENSES

Kodak Portra Lenses 1+, 2+, 3+, (3+, supplied in Series V and VI only); Kodak Telek Lenses 1—, 2—, 3—, 4— (supplied in Series VI and VII only).

SIZE	SERIES V	SERIES VI	SERIES VII	
YOUR COST	2.59	3.19	3.89	

ENLARGERS

FEDERAL 450, 4x5 diff. 5 1/4" f6.3 lens, New	$112.60
ELWOOD S2, 5x7, diffusion, New	79.35
ELWOOD SP2, 5x7, diffusion, New	113.85
SOLAR 120, 2 1/4x3 1/4, double condenser, 3 1/2" f4.5 Lens, New	69.50
KODAK PRECISION A, 2 1/4x3 1/4, double condensers, New	116.67
FEDERAL 219, 2 1/4x3 1/4, diffusion, 3 1/2" f6.3 Lens, New	35.95
PHOTOSPHERE, 2 1/4x3 1/4, diffusion, 3 1/2" f6.3 Ilex Lens, New	33.90
DEJUR VERSATILE II, 2 1/4x3 1/4, double cond., 3 1/2" f4.5 coated Ilex lens, New	99.00
FEDERAL 330, 2 1/4x3 1/4, condenser, 3 1/2" f6.3 Lens, Easel, L.N.	45.00

LAST MINUTE SPECIALS

AUTOMATIC ROLLEIFLEX 2 1/4x2 1/4, f3.5 C.Z. Tessar lens in compur rapid shutter & case, L.N.	$295.00
NITE EXAKTA, 8cm f2 Biotar lens, slow speeds, Excellent	225.00
NATIONAL GRAFLEX II, B&L Tessar, f3.5 lens & case, E.N.	76.00
KEYSTONE K-8 8mm Movie Camera with f3.5 Wollensak lens. Postpaid in U.S.A., New	49.50
BANTAM SPECIAL, f2 Ektar lens, compur rapid shutter & case, E.N.	125.00
KING SOL FLASH UNIT for Kodak 35, Kodak Reflex, Medalist II, Postpaid in U.S.A., New	15.00
ARGUS PA 2x2 Slide Projector, 100 watt bulb & case, Like New	22.50
91mm f4.5 ctd. Tessar coupled for Leica. Postpaid in U.S.A. New	99.50

Free 1947 CATALOG

Great New PEERLESS Catalog, complete with the latest photographic equipment and information. Send for your copy today.

NAME .....
ADDRESS .....
CITY..... STATE.....

Mail Coupon, now, to Dept. P for your free copy

DETROIT PUBLIC LIBRARY

PEERLESS CAMERA STORES
138 E.44TH ST. 133 E.43RD ST.
NEW YORK 17, N.Y.

IT'S *fun* TO DEVELOP YOUR OWN PICTURES *and so easy!*

fR "one shelf darkroom"

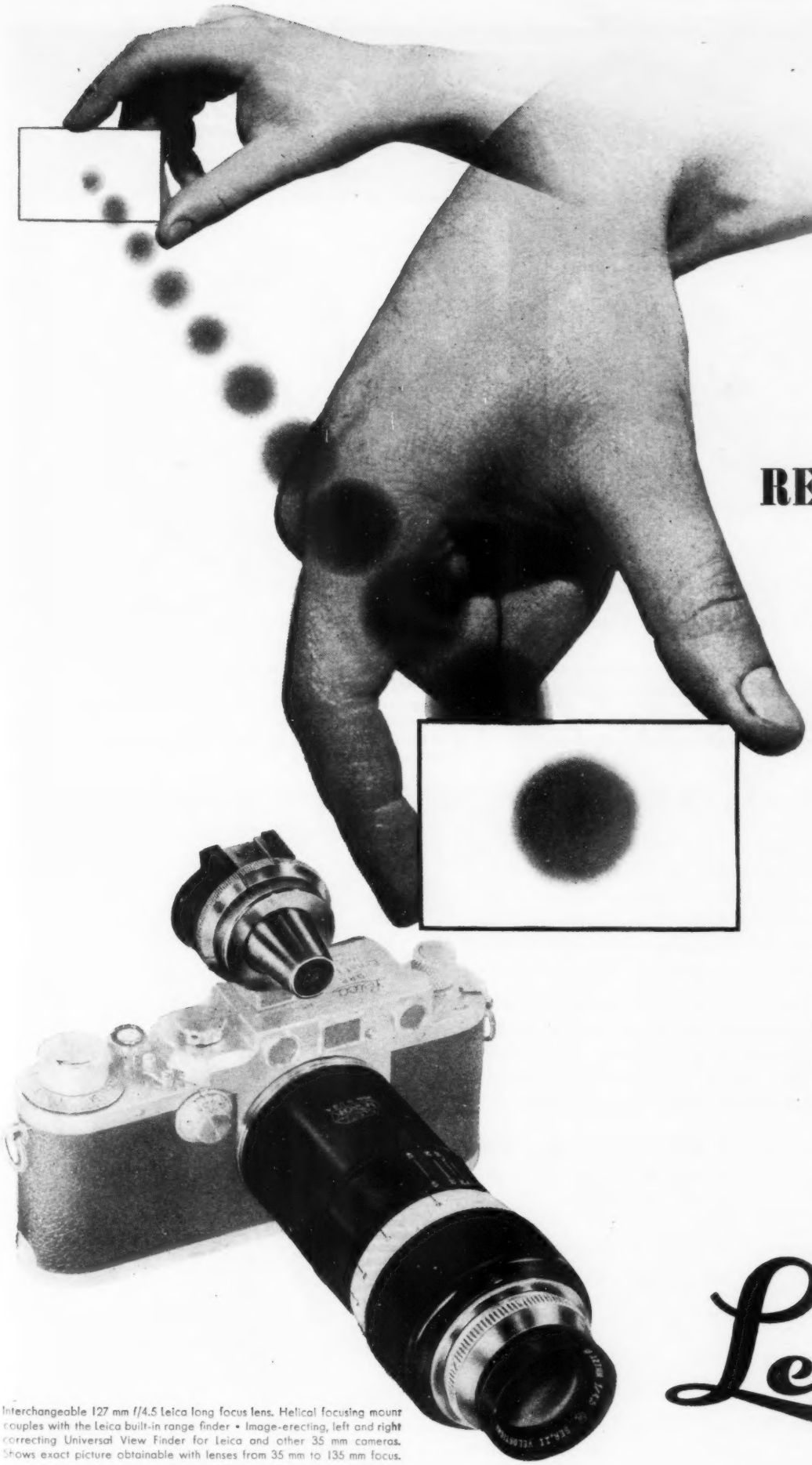
Here are *all* the chemicals you need to do your own developing. No fuss . . . no bother in preparation—instead quickly and easily prepared solutions . . . wonderful results.

Old FR fans remember the joys of getting into a darkroom with these efficient, economical solutions. Now—there's even more pleasure in store—for FR chemicals return definitely improved—finer than ever . . . yet costing less. Even X-33 has been surpassed. But it took FR to do it—with Super X-33.

Only FR could bring you this "One-Shelf Darkroom" with these easy-to-use, finer FR chemicals—at easy-to-afford prices. More reasons why "You Can Depend on FR Always."

FR SUPER X-33—Super fine grain Developer
FR SUPER X-33 REPLENISHER—For use with Super X-33
FR FIXOL—Concentrated Acid Fixing—Hardening solution
FR PAPER DEVELOPER—For all contact and enlarging papers

THE FR CORPORATION • 951 BROOK AVENUE, NEW YORK 56, N. Y.



REACH OUT

. . . Can you reach out across a stream, over a fence, through a long distance and bring the subject right up to you for close-up?

If you are a Leica* camera owner you can. You put a 90mm or 127 mm long focus lens on your Leica and, without changing your position, your subject is brought up close to you.

That's the big advantage of having a Leica. There are so many accessories available for it, each of which enables you to make "different" pictures. There's the Universal View Finder, the Model VIII Flash Unit, the Sliding Focusing Copying Attachment, the Polarizing Filter, and many other accessories. Each is made with the same high precision and workmanship you expect of Leica products. Visit your Leica dealer. Let him show you the various Leica accessories and the picture-making possibilities they open to you.

Leica*

REG. U.S. PAT. OFF.

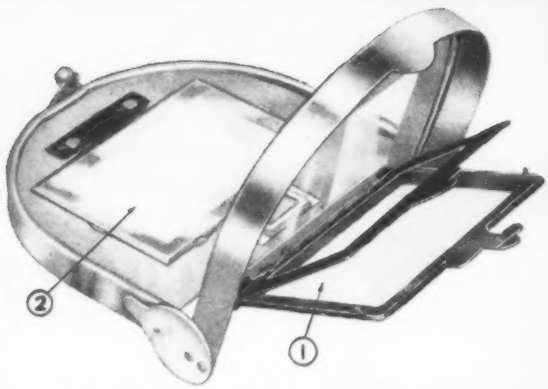
Interchangeable 127 mm f/4.5 Leica long focus lens. Helical focusing mount couples with the Leica built-in range finder • Image-erecting, left and right correcting Universal View Finder for Leica and other 35 mm cameras. Shows exact picture obtainable with lenses from 35 mm to 135 mm focus.

Leica cameras are available in limited quantities—more are coming. Make your reservation for a Leica camera with your authorized Leica dealer.

E. LEITZ, Inc., 304 Hudson Street, New York 13

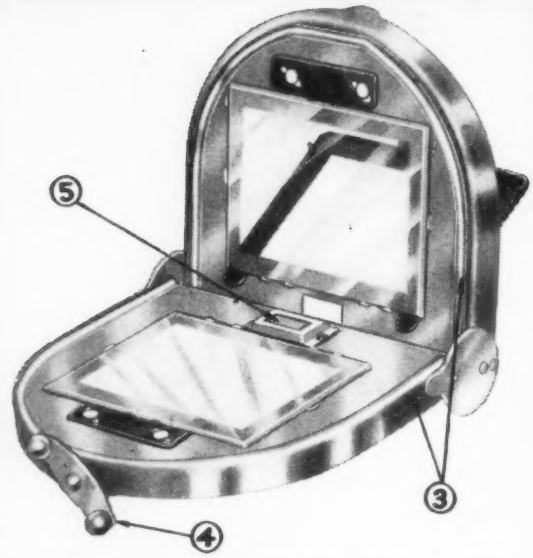
*Exclusive trade mark of E. Leitz, Inc., New York, N. Y., Reg. U. S. Pat. Off.

Exclusive with Federal Enlargers



1 New combination color filter and mask holder snaps on to carrier. Lifts out easily when not required.

2 Accommodates glass or metal type negative holder. Changed in a jiffy.



3 High collar and indented trap prevent light from leaking out and fogging paper.

4 Negative pressure release permits moving film in enlarger without scratching.

5 Built-in target assures pin point focusing and indicates size of enlargement.

New FEDERAL Color-Carrier

Do you want to make color prints from transparencies or work with variable contrast enlarging papers? Then Federal is the enlarger for you. For every new Federal is equipped with this revolutionary COLOR-CARRIER which provides the serious worker with a tool for obtaining technically perfect results in these new trends in photography.

Now, for the first time, a negative carrier combines filter holder, mask holder and focusing target into one compact, light-tight unit. Study the details of its construction carefully ... then visit your dealer and ask him to show you this and the other 11 outstanding features which have made . . .

Every Federal Enlarger is Sold COMPLETE WITH LENS

FEDERAL America's Greatest Enlarger Value

MODEL 312.* For miniature to 2¼" x 3¼" negatives. Fedar 3½" F:6.3 Anastigmat with Iris Diaphragm. COMPLETE WITH LENS $53.00 Tax Included

MODEL 314. For miniature to 2¼" x 3¼" negatives. Fedar 3½" F:6:3 Anastigmat with Iris Diaphragm. Equipped with double condenser lens system. COMPLETE WITH LENS $76.00 Tax Included

MODEL 315. Same as model 314 but with Octar 3½" F:4.5 Anastigmat with Iris Diaphragm. COMPLETE WITH LENS $89.50 Tax Included

MODEL 450.* For minature to 4" x 5" negatives. Octar 5½" F:6.3 Anastigmat with Iris Diaphragm. COMPLETE WITH LENS $112.50 Tax Included

*Condenser system available as accessory

FEDERAL OF BROOKLYN

FEDERAL MANUFACTURING & ENGINEERING CORP.
"Makers of America's Fastest Selling Enlarger"
213 Steuben Street • Brooklyn 5, N. Y.

THIS MONTH
IN PHOTOGRAPHIC AGE

August

Better Photography Through Coated Lenses

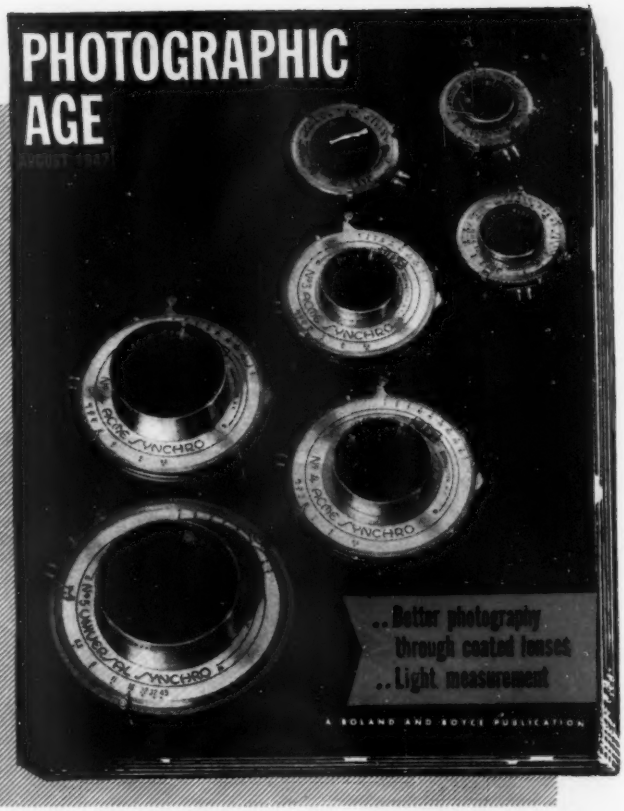
How much do coated lenses improve your photography? Why do the many real advantages in coated lenses make American lenses far superior to any lenses manufactured up to this time? Your August issue of PHOTOGRAPHIC AGE brings you a complete explanation of this boon to better photography. Read all about the theory of coated lenses and their applications as written by top authority. Find how your particular work will benefit from investment in coated lenses, or in having your old lens coated. Don't miss "Better Photography through Coated Lenses" in the August issue of PHOTOGRAPHIC AGE.

Measuring Light

Measuring Light techniques and interpretation are the most important part of your photography. In black and white or color work, proper techniques in measuring light create top results and bring you highest achievement in photography. That's why the PHOTOGRAPHIC AGE Staff has prepared a thorough coverage of measuring light for you in the August issue of PHOTOGRAPHIC AGE. This article is completely illustrated and presents an outline of different methods, latest techniques and proper equipment . . . all written in a clear, easy-to-understand style.

Send for your first issue of PHOTOGRAPHIC AGE today.

And in addition you'll find the currently running series on: The Science of Color Photography



PHOTOGRAPHIC AGE is the only technical photographic magazine devoted fully to everything in advanced photography:—covering all problems and phases of creative photography, lighting, composition, color, processing, and, in addition, articles on studio and darkroom construction and design, commercial and custom laboratory work, new opportunities in photography, plus descriptions of hundreds of new uses of photography at work.

Keep posted in the business of Photography . . . In the column Photographically Speaking, you will find a business review of the latest developments in commercial and industrial photography. In the column Review of Trade Literature, all available commercial literature will be reviewed in condensed form so that you may ascertain quickly that which you may need. Stay abreast of new products in the field . . . in the column, New products. This magazine will be a valuable reference for your library. It is a magazine you will read and use and enjoy.

Your first issue will be shipped to you upon receipt of this coupon

Same day Service

PHOTOGRAPHIC AGE
460 Bloomfield Avenue
Montclair, New Jersey

Please send me PHOTOGRAPHIC AGE

☐ One Year at $3.00 ☐ Two Years at $5.00

☐ CHECK ENCLOSED ☐ BILL ME LATER

NAME .....

TITLE OR OCCUPATION .....

COMPANY .....

ADDRESS .....

CITY ..... ZONE .... STATE .....

You'll feel this way too!

"Photographic Age" is just the type of informative magazine the industry has been crying for. Please put me down for a two-year subscription beginning immediately. I don't want to miss any copies.

F. R. P.
Chicago, Ill.

Enclosed you will find my check for $5.00 for two years subscription to "Photographic Age." May I take this opportunity to mention that this publication is the finest of its type that I have ever had the good fortune to subscribe to. Best wishes for the continued success of this periodical.

P. H. T.
New York City

PHOTOGRAPHIC AGE is not sold on newsstands

DETROIT PUBLIC LIBRARY

BUSCH PRECISION CAMERA CORPORATION • 411 S. SANGAMON ST. • CHICAGO 7, ILL.

• MOVIE CAMERAS •

EK Magazine 16, f 1.9	$175.00
EK Magazine 8, f 1.9	145.83
Cinekodak 8-25 f 2.7	58.33
Cinekodak Special (60 days)	
Bolex H-8 and Switar f 1.4 (200' capacity)	442.92
Bolex H-16 KA f 1.9	365.65
Bolex H-16 Switar f 1.4	466.25
Keystone 16 f 2.7	74.50
Keystone 16 f 1.5	107.50
B&H 8mm Turret	158.08
Filmo 70DA f 1.9	307.17
Keystone K-8 f 2.5	64.50
B&H Sportster f 2.5	102.61
Cinemaster II	66.65
Autoload 16mm f 1.9	214.09
Autoload 16mm f 2.5	186.67
Automaster 16mm f 1.9	332.50
Magazine Lektro Camera f 3.5 with Case	125.00
Magazine Lektro Camera with coated f 1.9	205.25
8mm Revere f 2.5	77.50
8mm Revere Turret f 2.5	110.00
8mm Bolex L8 Kern f 2.8	152.55

• PROJECTORS •

Kodascope 16-20	$225.00
B&H Diplomat	273.30
B&H Showmaster	312.95
Keystone A-82	99.50
B&H Filmosound No. 179	603.50
Ampro Century	460.65
Sound Kodascope FS-10N	450.00
Bolex G 8-16	331.00
Kodascope 8-33	70.00
Universal PC500	69.50
Keystone R-8 500w	74.50
Keystone A-8 750w	116.50
Ampro A-8 500 and Case	159.00
DeJur 8 "1000"	174.00
B&H Master "400"	177.45
Craig Projecto-Editor	85.00
Craig Viewer ....only	60.00
EK Editing Kit 16mm	62.50
EK Editing Kit 8mm	55.30
EK Movie Viewer 16mm	23.50
Mult-Efex Titler	31.15
8mm Bell & Howell	177.45
16mm Sound Movie Mite	298.75
16mm Victor 40 B Sound	454.50
16mm Sound Natco	479.00
16mm Sound Ampro Premier 20	512.50

• NEW ENLARGERS •

35mm Leitz Focomat I B	$168.00
2¼x3¼ Federal 219 f 6.3	45.15
2¼x3¼ Federal 250 f 4.5	89.80
2¼x3¼ Sunray Arnold D f 4.5	94.50
2¼x3¼ Kodak Precision "A"	89.80
2¼x3¼ DeJur Versatile II	84.75
2¼x3¼ DeJur Versatile I	118.65
4x5 Kodak Precision "B"	119.00
4x5 DeJur Professional	166.25
4x5 Omega D II	178.90
4x5 Omega D II with color head	194.80

• EXPOSURE METERS •

Norwood Director	$75.00
Weston Master II and Case	30.67
General Electric D W 58	27.75
De Jur Auto Critic and Case	23.65
De Jur 5 B and Case	17.05
Skan Meter and Case	14.75

• BEACON BARGAINS •

9x12 cm. Agfa S.E., F4.5, 13.5cm., Dbl. Ana. S.A. Shutter to 1/100	$ 45.00
9x12 cm. S.E. F6.3 13.5cm. Magir S.A. Shutter to 1/100	34.50
9x12 cm. Volta S.E. F8 13cm. Helios S.A. Shutter to 1/100	37.50
9x12 cm. Zeiss S.E. F6.3 13.5cm. Novar S.A. Shutter to 1/100	37.50
9x12 cm. Contessa Nettel S.E. F4.5 13.5 cm. Zecanar Ana. D.A. Compur Shutter to 1/200	72.50
9x12 cm. Dbl. Ext. F4.5 Steinheil Convertible, Shutter to 1/200	82.50
Zeiss 9x12 Focal Plane Ica 1/15 to 1/1000 sec. F4.5 6" Tessar in Helical Focusing Mount	84.50
6x9 cm. Zeiss Ideal F4.5 12 cm. Tessar, Dbl. Ext. Compur Shutter to 1/250	72.50
120 Voigtlander F7.7 Voigtar Lens, focusing scale	26.75
Lerochrome One Shot Camera, Box only	32.50
Compass Camera F3.5 35mm. R.F., View Finder, Angle View Finder, Stereoscopic Head, Roll film and Cutfilm backs, shutter speeds 4½ sec. to 1/500	202.50
2¼x3¼ Speed Graphic F4.5 Coated Ektar, Kalart R.F., Graflex Gun, Holders and F.P. Adapter	252.50
Retina I F3.5 Ektar, Compur-Rapid Shutter to 1/500	77.50
Retina I F3.5 Ektar, Body Release, Compur Shutter to 1/300	85.00
Kodak Medalist I F3.5 Coated Ektar	212.50
E.K. Super SIX-Twenty F3.5 100mm. K.A. Special with built in Exposure Meter	122.50
Argoflex F4.5 Lens not coated	59.75
Rolleicord F3.5 Triotar 1/300 sec.	142.50
Rolleiflex Automatic, like new	282.50
Ikoflex I, F3.5 Triotar Compur to 1/300	112.50
Ikoflex II F3.5 Tessar, Compur-Rapid to 1/500	162.50
Rolleiflex 4x4 cm. F2.8 Tessar, Compur-Rapid to 1/500	212.50
Kine Exakta F2.8 Tessar, Focal Plane to 1/1000	265.00
Super Ikomat A Special F3.5 Tessar, R.S. Compur Rapid to 1/500 sec., E.R. Case	132.50
Ikoflex F4.5 Novar S.A. Shutter	54.00
Size 120 Minolta F3.5 3" in R.S.D.A. Compur to 1/400, Built-in R.F.	137.50
Welta F3.5 7.5 cm. Trinar Ana. Shutter to 1/250	47.50
Robot I with Extra Spring F4 Sonnar	82.50
Mercury II F2.7 Tricor Coated, used	72.75
Sept. 250 Exposure F3.5 Focusing Stellor, Complete with Stroboscope Connection	82.50
Pupille Half 127, F3.5 50mm. Xenar R.S. Comp. 1/300 and Special Reflex Finder	87.50
Zeiss V. P. Film Pack F4.5 3" Tessar in D.S. Compur, complete with F.P.A. and 3 holders	62.50
Rolleidoscop Stereo F4.5 Tessars, 120 Film, shutter speeds to 1/500	362.50
Polyscop Stereo F4.5 Tessars 45x107 Film, shutter speeds to 1/250	62.50
Heidoscop, two Heliar Lenses	192.50
Plaubel Makina II F2.9 Anticomar, Compur Shutter to 1/200	115.00
Balda F2.9 Meyer Trioplan, Compur Shutter to 1/250	57.50
Super Ikonta A, F3.5 Tessar, Compur Shutter to 1/500	82.50
Zeiss Nettar A, F4.5 Nettar, Shutter to 1/175	47.50
Agfa Commander F4.5 Agfa Ana. Shutter to 1/250	45.00
Voigtlander 6x6 F3.5 Voigtar, Shutter to 1/175	52.00
Agfa 120 F4.5 Apotar, Shutter to 1/150	52.50
Voigtlander Brilliant F4.5 Skopar, Shutter to 1/300	37.50
Beltax 120 F4.5 Radionar, Compur Shutter to 1/250	52.50
Kodak 616, F4.5 K.A. Compur-Rapid to 1/400	52.50
Foth Derby F3.5 Foth Ana. Shutter to 1/500	37.50
Argus Color Camera 35mm. F4, Shutter to 1/150	37.50
Perfex 55, F3.5, Shutter to 1/1250	58.50
Perfex 55, F2.8, Shutter to 1/1250	62.50
Voigtlander 120, F4.5 Skopar, Shutter to 1/100	27.50
2¼x3¼ Graflex B F4.5 KA	100.00
3¼x4¼ Telegraflex F4.5 Heliar	110.00
Icarette F6.3 Novar, Shutter to 1/100	15.00
Detrola F3.5, Shutter to 1/200	19.75
6x9 Nagel, F4.5 Nagel Ana., Shutter to 1/100	37.50
Zeiss Nettax 35mm. F2.8 Tessar, Coupled R.F., Shutter to 1/1000	210.00
Leica D, F3.5 Elmar	$172.50
Leica III A, F2 Summar	229.50
Leica D, Black F2.5 Hektor	162.50
Leica A, F3.5 Elmar	92.50
Leica IIIC, F2, Summitar, E.R. Case	320.50
Russian Leica, Chrome F3.5, Shutter to 1/500, R.F.	132.50
Leica III B, F2 Summar, E.R. Case	252.50
Leica III A, Chrome F3.5 Elmar, E.R. Case	212.50
Leica E, Black, Box only	72.50
9x12 cm. Mirroflex F4.5 Tessar	125.00

• MOVIE CAMERAS •

Single Run Univex F3.5 Wollensack, Optical Finder, like new	$ 32.50
8 mm Movex F2.8 Agfa-Kine-Ana., Built-in Exposure Scale	47.25
16 mm. Model K Kodak F1.9	125.00
Zeiss Movikon 8 mm. F2 Sonnar	222.50
Bauer 8, 8 mm. F2.5 Trioplan	82.50
Emil 8 mm, 3 lenses on turret	165.00
Keystone 8 mm. F2.7	37.50
Simplex Packette 16 mm. F3.5	52.50
Bolex 8 mm. Turret, 4 lenses, frame counter	342.50

• LENSES •

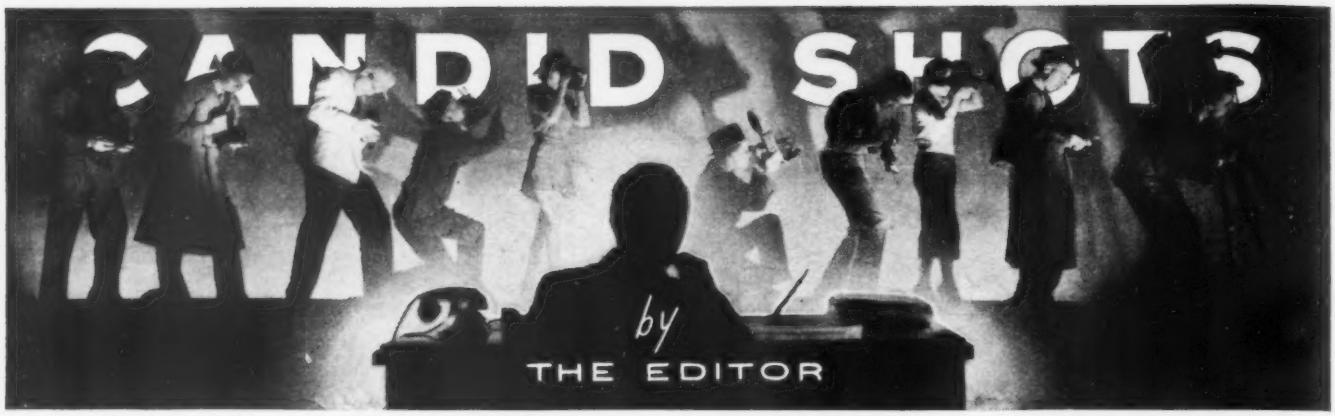
B & L Tessar 8"	$ 75.00
Zeiss Dagor 7¼"	62.50
Goerz Dagor 6½" in shutter	65.00
Betax No. 2 6½" in shutter	65.00
Optimo No. 4 9½" Tessar IC in shutter	142.50
Schneider Symmar 6" Dbl. Convertible, Compur shutter	75.00
B & L Tessar F4.5 7½" Acme Shutter	172.50
Zeiss APO—Tessar F9, 30cm	182.50
B & L Zeiss Tessar Series IIb F6.8 7½" in shutter	152.50
5½" Tessar IC F4.5 Betax No. 3 Shutter	72.50
F3.5 Cassar in Ibsor Shutter 7.5 cm	32.50
F4.5 15 cm. Tessar, Compur Shutter	122.50
Turner-Reich Triple Convertible F4.5 8" in Alphax Shutter	132.50
F4.5 13.5 cm. Zeiss Tessar in Compur Shutter	92.50
F6.3 13 cm. Zeiss Tessar in Compur Shutter	62.50
F4.5 13.5 cm. Optaros in Ibsor Shutter	52.50
F6.3 6" B & L Tessar IIb in compound	92.50
F4.5 16.5 cm. Doppel Anastigmat in Compur Shutter	92.50
F6.3 7½" Velostigmat in Betax No. 2	92.50
F4.5 6" Tessar in focusing mount	72.50
F6.8 6½" Goerz Dagor in Compound	92.50
F8 6½" Hannover Ana. in Vario	32.50
F6.8 5¼" Novar in Ica Shutter	42.50
F8 5¼" Ilex in Ilex Shutter	42.50
F4.5 5¼" Skopar R.S.D.A. in Compur Shutter	82.50
F3.5 2" Ektar in 1/500 R.S. Compur	32.50
F4.5 2" Wollensak Velostigmat in shutter	22.50
F4.5 15 cm. Zeiss Tessar	72.50
F6.8 6½" Goerz Dagor	82.50
F4.5 6" Helior in sunk focusing mount	62.50
F5.4 14 cm. Voigtlander Collinear in sunk focusing mount	62.50
F4 8¾ D.F. Wollensak Verito BBL Iris	122.50
F5 10" Series "A" Wollensak Portrait lens in BBL, Iris Diaphragm	92.50
F8 20" C.P. Goerz Extra Rapid Lynkeioskop series C	72.50
F3.5 32 cm. Aero—Xenar in BBL	182.50
F7.2 20" Anastigmat	152.50
F6.5 20" Zeiss-Krauss Tessar	182.50
6" B & L Tessar in barrel	62.50
73 mm. Hektor F1.9	182.50

OUR POLICY!

Beacon always gives you the FAIREST and FASTEST service . . . that's why BEACON SHOWS THE WAY!

BEACON CAMERAS

6 BEACON STREET, BOSTON 8 MASS. CAPitol 9409 ★ ★ ★



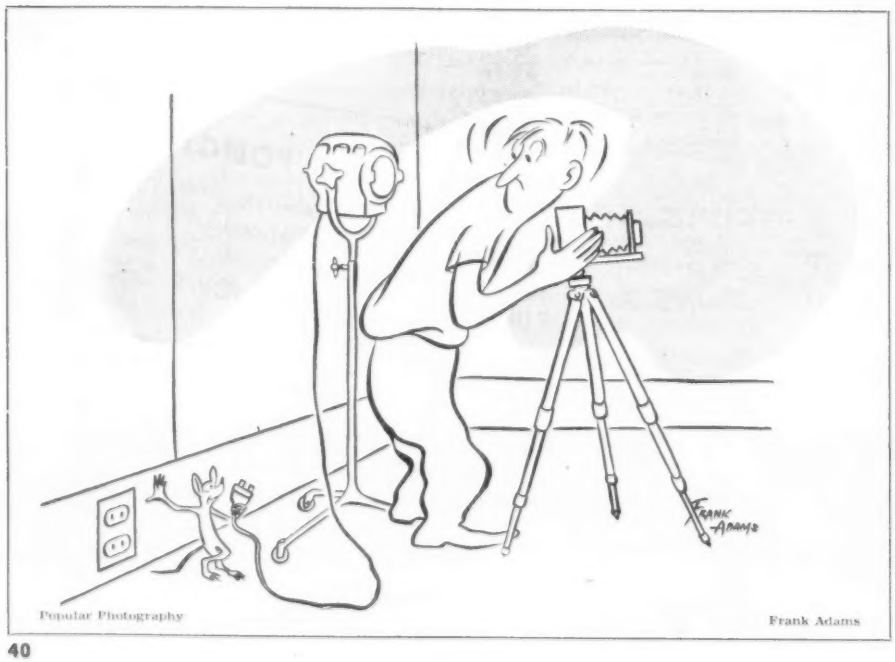
LAST month we opened this column with the statement that in photography the ultimate goal is the finished picture. Lest the uninitiated get the impression that pictorialists knock themselves out in reaching this goal, we hasten to add a few remarks about the main road, with its many fascinating byways, that leads to the final print.

To begin with, the very acquisition of the tools of the trade is fun for many. Some are happy with the bare essentials —camera, tripod, film, and a filter. Others delight in adding to their outfits numerous and sundry accessories that facilitate the work and broaden the scope of their operations. Next comes the development of technique, wherein many find keen pleasure in the competition for recognition that camera clubs and the salons offer. The darkroom itself provides hours of recreation for the photo craftsman.

Not to be overlooked is the social aspect of the craft. The finished picture is often just the climax to a succession of events each of which has contributed to the joys of the hobbyist—the camera outing, field trip, club studio night, or any other occasion when two or more kindred spirits get together to shoot pictures, work out a darkroom project, or just talk shop. We could go on and on and list many other by-products of camera art that both amuse and intrigue us.

Most important of them all, perhaps, is the fact that the alert camera owner learns to "see." Once he goes in search of subject matter—tramping across fields, along streams, through the woods, or even exploring in his own garden or nearby park—he will "discover" the beauty to be found in line and form and texture. To him who will pause and look, Nature reveals all her loveliness. The mud puddle becomes a crystal mirror that reflects the graceful willow above; the "bug" is transformed into a delicate creature with gossamer wings; and ordinary tree provides a frame for the lovely vista that lies beyond. Thus the camera can be the means of giving sight to the blind—a wonderful gift even if you never take a good picture.

NOT long ago we received a letter from an amateur who had just purchased a new camera and who wanted to donate the old one to some worthy cause. "It is," he wrote "not of sufficient value to use in a trade-in, but in excellent condition and takes good pictures." We are glad to tell our correspondent—and others who may be interested — about the Veterans Hospital (Kingsbridge Road, Bronx 63, New York) whose rehabilitation program has a class in photography wherein many of the students lack cameras. So they go on day by day, missing the important things in photography—the taking of pictures. If you have a camera that is old or not in use, here's an opportunity to place it where it will do some real good.



Popular Photography — Frank Adams

CONTEMPORARY photography came into its own at the recent exhibition held at the Worcester (Mass.) Art Museum, where 75 pictorial and 57 documentary prints were hung. The former, demonstrating the work of leading pictorialists, were selected from the private collection of Cecil B. Atwater of Newtonville, Massachusetts, while the latter came from the collections of the Museum of Modern Art, New York. The Worcester Museum, in recognizing the two somewhat divergent trends which have been evident in contemporary photography, defined both points of view as follows:

"The Pictorialists represented in the many photographic salons throughout the country have sought to develop photography as an art form paralleling the graphic arts of painting and print making. Their primary concern has been for value and color relationships, for techniques of developing and printing which will best express tone and texture, and for composition which will approximate the arrangements of the graphic artist.

"The documentary photographers, including the press photographers, as well as many independent practitioners, have sought to develop photography as a means of describing the life of our time. The effective presentation and interpretation of subject matter which cumulatively will record our civilization have taken precedence with these photographers over problems of technique or pure organization.

"It will be obvious to the observer that no sharp line can be drawn between these two directions in contemporary photography and that many prints in each section reflect the primary interests and attitudes of the other. The essential differences in outlook, however, which have been emphasized in the arrangement of the exhibition, provide a background for reflection on the peculiar nature and role of photography as a medium of expression." The Worcester Art Museum has rendered a public service in hanging this type of show. It is hoped that others will follow suit.

—*Frank Fenner, Jr.*

Rarely . . . if ever . . . Such Bargains!

Royaltone's Great Mid-Summer

INVENTORY SALE

No ballyhoo . . . just down to earth savings for you! Yes, Royaltone's Annual Inventory Sale gives you the opportunity to round out your photographic needs at *great savings*. Shop and save, today. Don't wait . . . put your order in today's mail . . . it'll get our immediate attention.

ENLARGERS—DISPLAY MODELS
(One of a Kind)

List Price		Special
$142.25	DeJur I 2¼x3¼, 3½" Colorstigmat	$119.95
125.50	DeJur II 3¼x4¼ with F 4.5 Ilex	95.95
166.00	DeJur 4x5 Professional Less Lens	133.95
113.25	Elwood 5x7 Model SP2 Less Lens	96.95
45.15	Federal #219 2¼x3¼ F 6.3	35.15
89.00	Federal 250 2¼x3¼ F 4.5	69.50
168.00	Leitz 35mm Focomat Less Lens	142.00
159.75	Keyzer 4x5 Cold Lite Less Lens	126.95
194.80	Omega D II 4x5 with Color Head	169.32
33.90	Photosphere 2¼x3¼ F 6.3 Ilex	29.75
43.00	Precise 2¼x3¼ F 6.3 Ilex	34.40
88.05	Solar 2¼x3¼ F 4.5 Ilex	72.50
163.82	Solar Autofocus 2¼x3¼ F 4.5	125.98
103.00	Sunray 2¼x3¼ 3½" Colorstigmat	75.95
112.50	Sunray 4x5 Mastercraft	95.50

ENLARGING AIDS

Precise 11x14 Enlarging Easel	$ 6.31
Albert Trojan 11x14 Enl. Easel	13.50
Albert Automatic Enlarging Easel	16.75
Saunders Printmaster Easel 14x17	17.95
Speed Ez-Els—5x7, $1.70; 8x10	2.30
Haynes J3 Photometer-Densitometer	8.45
Kodak Projection Print Scale	1.29
Alfen Montage Kit	3.29
See Sharp Focusing Device	2.80
Visible Dodger	2.60
Variable Vignetter	1.44
Polly Projection Control Kit	3.25
Polly Vignetting Diffuser	.90
Jiffy Montage Mat	1.65
Kriser 1000W. Foot Switch	5.49
Time-O-Lite Foot Switch	10.50
Lee Foot Switch	3.79
Gralab Universal Timer	16.79
Mark Time Electric Timer	9.65
Time-O-Lite Signal Timer	9.98
FR Interval Timer	4.05
Arel Prin Timer	13.95
Nasco Paper Safe 6 Compartments to 8/10	7.50
TM 5R Lektra Electronic Timer	29.95
Plastic Enlarging Cover	1.39
Critical Focuser for the Enlarger	2.23
Royaltone Focusing Negatives	.50
Enlarg-O-Chart Sample Negative	.38
Milo Lens Brush	.85
Nutron Spotting Kit	1.29

DARK ROOM SPECIALS

Royaltone 4x5 All Metal Printer	$ 7.95
Beacon 5x7 All Metal Printer	12.49
Kent Jr. Developing & Printing Kit	3.49
Testrite All Metal Dark Room Kit	5.98
Chandler All Metal 6" St. Edge Trimmer	2.35
Chandler All Metal 6" Deckle Edge Trimmer	3.15
Chandler All Metal 10" Deckle Edge Trimmer	7.49
Kodak Automatic Tray Siphon	4.75
Royaltone Safelite with 2 filters	1.59
5x7 Stainless Steel Trays	.98
8x10 Stainless Steel Trays	2.69
Columbia Enamel Trays—5x7, 70c; 8x10, 11x14, $1.65; 14x7, $3.00; 16x20	1.00 / 4.00
Yankee Hard Rubber Trays—5x7, 65c; 8x10	.98
Kodak Special Squeegee	1.75
Kodak Dark Room Lamp	3.80
Heavy Duty Rubber Rollers—6", 98c; 8"	1.29
Stainless Steel Roll Film Clips	.19
Watson 35mm Roll Film Dev. Tank	3.49
Yankee Adjustable Roll Film Dev. Tank	2.98
FR Cut Film Tank Adjustable to 4x5	8.90
Elkay Dark Room Blowers— Single Turbine, $10.50; Double Turbine	16.50
Boes Daylight Film Loader	7.95
Royaltone Retouching Desk	4.95
1001 Retouching Knife	1.39
Vokar Tank Agitator	5.45
Albert Trojan Dial Thermometer	2.65
Dark Room Filtair & Ventilator	10.95
Talco Duplex Dryer	5.75
18x24 Stainless Steel Dryer	29.58
Weaco Roto Dryer 12x20	17.90
Weaco Roto Dryer 24x28	26.95
14x20 Black Ferrotype Plates	.79
8½x10½ Blotter Books	.60

SLIDE PROJECTORS—CLEARANCE
DISPLAY & DEMONSTRATION MODELS

List Price		
$15.85	Vokar All Metal—100 Watts	$11.50
27.75	Argus—100 Watt Rev. Holder	19.50
40.00	Spencer MK 100 with Case	25.50
45.00	Spencer MK 150 with Case	31.00
65.00	Spencer MK 200 with Case	44.50
66.00	T.D.C. 300 Watt with Case	45.80
79.20	Ampro 300 Watt with Case	49.20
62.90	S.V.E. No. AK 300 Watt with Case	43.90

MOVIE AND ACCESSORIES

8mm Bell & Howell Sportster	$102.61
8mm Revere 88 F 2.5 Coated	77.50
8mm Revere 99 Turret F 2.8 Ctd.	110.00
8mm Revere Magazine F 2.9 Ctd.	127.50
8mm Revere DeLuxe Projector	120.00
Carrying Case for Revere Projector	7.50
8mm Ampro Projector and Case	168.00
8mm DeJur 1000 W. Projector and Case	174.50
16mm Cinelox F 2.5 Coated	76.25
Kodak FS 10 N Sound Projector	450.00
Movie Mite Sound Projector	298.00
Ampro Premier 20 Sound Projector	540.00
Ampro Century Sound Projector L.N.	390.00
400 Ft. 16mm Metal Cans	.15
Craig Jr. Splicer for 8 & 16mm	4.05
Craig 8mm Projecto Editor	40.50
Craig 16mm Projecto Editor	54.00
Craig Junior Combination	9.45
Craig Master Combination w/Master Rewinds	23.75
Lektra Electric Splicemaster	25.50
B & M Mult-Efex Movie Titler	27.50
Hollywood 8mm Titler	8.75
P.M. Projection Stand	17.50
200 Ft. 8mm Reel & Can Set	.49
400 Ft. 16mm Reel & Can Set	.69
Dalite Challenger Screen 30x40	14.25
Dalite Challenger Screen 37x50	19.50
Radiant Model Q 4x40 Combination	13.50
Raven Automatic Box Screen 30x40 Halftone	22.50

CLEARANCE ON OUR RENTAL LIBRARY

Castle, Official, and Pictorial in 8 & 16 Silent and Sound. Send for Catalog

8mm complete	$ 4.00
16mm complete	6.25
16mm sound complete	12.50

LIGHTING EQUIPMENT—SPECIALS

List Price		
$ 3.49	10" Aluminum Reflector, Clamp, Cord	$ 2.79
14.95	Fresnel Photo Spotlite	11.95
15.02	B & M Dinkie Inkie Spotlite	12.49
18.04	Golde Spotlite for 500 W. 120 Lamp	15.75
35.53	Golde 1000 Watt Spotlite	27.49
69.50	Giraffe Boom Lite	60.00
24.50	Klieg Spotlite Fresnel Lens, Wall Bracket—5 foot Cord & Plug	19.49
16.45	Sunray 105 Lamp with Tripod	12.65
20.45	Sunray 206 Lamp with Tripod	15.98
40.75	Sunray #32 Lamp with Tripod	30.79
44.50	Sphero-Lux Special Effects Lighting Unit	33.49
17.04	Testrite Fotolite on 3 Section 8 Ft. Stand for #3 Flood	14.04
9.48	Testrite Single 3 Section 8 Ft. Stand with 12" Parabolic Reflector for #2 Flood	7.50
15.81	Acme #212 D Twin Lite Unit	12.49
24.35	Acme Mogul #918 D Lite Unit	18.17
26.82	Acme Mogul #901 W. Lite Unit	19.79

WE BUY USED EQUIPMENT—OUR BEST CASH OFFER AT ONCE

CAMERAS

Argus C3 F 3.5 Coupled Rangefinder with Flash Gun & Case	$ 70.33
Perfex 55 DeLuxe Model F 2.8 Coated Wollensak Lens, Coupled Rangefinder, Flash Gun and Carrying Case	99.00
Universal Meteor 2¼x2¼. Built-in Synchronized Flash, Coated Lens	15.00
Flash Gun for Meteor	7.20
Argoflex Reflex 2¼x2¼ F 4.5, Case	69.63
Uniflash Camera with Flash Gun	8.75
Fed Flash Camera with Flash Gun	11.90
4x5 Graphic Crown View with Case	130.00
Busch-Pressman 2¼x3¼ with F 4.5 Coated Wollensak, in Rapax Shutter and Kalart Rangefinder	175.25
Baldina F 2 Xenon, Compur, Case, L.N.	72.50
Tenax I F 3.5 Compur, Case, L.N.	89.50
Agfa Karat F 2.8 C.R. Xtra Cassettes, L.N.	100.00
Kodak Vollenda 620 Zeiss Tessar F 4.5 in Compur, Case, L.N.	67.50
Chrome Super Baldina F 2.8 Xenar Compur, Coupled Rangefinder, Case, L.N.	95.00
Leica III C F 3.5 Elmar Coated, New	297.50
Super Ikonta BX, Compur, Case, L.N.	305.00
Contax I F 1.5 Sonnar, Case, L.N.	200.00
Contax III F 2 Sonnar, Case, L.N.	315.00
Robot I F 3.5 Tessar, L.N.	80.00
Robot II F 2 Biotar, L.N.	110.00
Dollina F 2.9 Radionar Coupled R.F., L.N.	62.50
Ikoflex II F 3.5 Tessar, Compur, L.N.	189.00

USED LENSES

Voigtlander Heliar F 4.5 10.5cm in Compur, L.N.	$ 49.50
Goerz Syntor F 6.8 130mm in Compur, Used	35.00
Coated Wollensak 7½" F 4.5 Velostig. in Alphax, E.N.	96.25
Ilex Paragon F 4.5 5½" in #3 Acme Synchro, E.N.	102.00
Zeiss Biotar F 2 4cm for Robot, L.N.	85.00
Leitz Hektor W.A. F 6.3 2.8cm, L.N.	89.00
Zeiss Sonnar F 2.8 18mm Telephoto Coupled for Contax, L.N.	425.00
Kodak Projection Anastigmat F 4.5 50mm Ctd., E.N.	19.00
Kodak Projection Ektar F 4.5 50mm Ctd., E.N.	33.00
Kodak Projection Ektar F4.5 75mm Ctd., E.N.	37.50
Wollensak Velostig. F 4.5 127mm Ctd., L.N.	32.00
Wollensak Velostig. F 4.5 135mm Ctd., L.N.	34.00
A.P.O.S. Colorstigmat F 4.5 90mm, E.N.	18.50
A.P.O.S. Colorstigmat F 4.5 105mm, E.N.	22.50
B. & L. Tessar F 4.5 164mm Coated, E.N.	72.00
Wollensak F 1.9 13mm Ctd. Fec. for 8mm, E.N.	52.00
Wollensak F 3.5 1½" Telephoto for 8mm, E.N.	45.00
Goerz Hypar F 3.5 20mm Fixed Focus, Used	20.00
B & H F 1.9 25mm Lumax Coated 16mm, E.N.	75.00
Dallmeyer F 1.5 1" Focusing for 16mm, E.N.	72.00
Kodak 1" F 1.9 Coated for 16mm, E.N.	72.00
(Send for Our Complete Listing)	

BOOKS

List Price		Special
$3.50	Looten's "Photographic Enlarging"	$3.00
1.50	"New Photography of the Nude"—Bruno	1.35
.65	"Modern Developing Methods"—Edwal	.50
1.75	Leica, Rollei, Contax Guides—Each	1.50
2.50	Marshall's Photo Oil Coloring	2.00
6.50	Kodachrome & Kodacolor	5.20
1.50	"Correct Exposure"—Morgan & Lester	1.20
2.75	"Outdoor Portraiture"—Mortensen	2.25
2.75	"Projection Control"—Mortensen	2.25
4.00	"The Model"—Mortensen	3.20
3.50	"Photographic Enlarging," by Jordan	2.80
3.00	Natural Color Process	2.40
4.00	1947 Leica Manual	3.60

MISCELLANEOUS

Albert President Tripod	$27.50	Special	$22.00
Albert Royal Tripod	21.50	Special	15.50
Chapin 3 Section Model C	19.75	Special	14.98
Bolex Ambol Tripod	43.00	Special	27.50
Thalheimer Tripod Complete	39.15	Special	32.50
Watson Metal Tripod	4.95	Special	3.69
Arel Cane Monopod 5	4.40	Special	3.49
Weston Master Exposure Meter			29.67
Skan Meter and Case			14.95
DeJur 40 Critic Meter	23.50	Special	16.95
Craig DeLuxe Gadget Bag	17.50	Special	14.00
Hunter Spot Flash Adapter for Midget Bulbs for All Synchronizers	7.80	Special	5.15
Graphic Type Cut Film Holders—2¼ x 3¼, $3.60; 3¼ x 4¼, $3.90; 4x5, $4.05; 5x7	7.50		4.35
Hugo Meyer Pocket Rangefinders			11.95
Saymont Brown Pocket Rangefinder			8.75
Measure Rite Pocket Rangefinder	7.95		
Chess United Pocket Rangefinder	10.75		
Bantam Color Adapter for Argoflex	Special		4.89
Bantam Color Adapter for Kodak Reflex & Ciroflex	Special		6.39

ENLARGING PAPER
FRESH DATED 1948 ANSCO, DEFENDER, KODAK

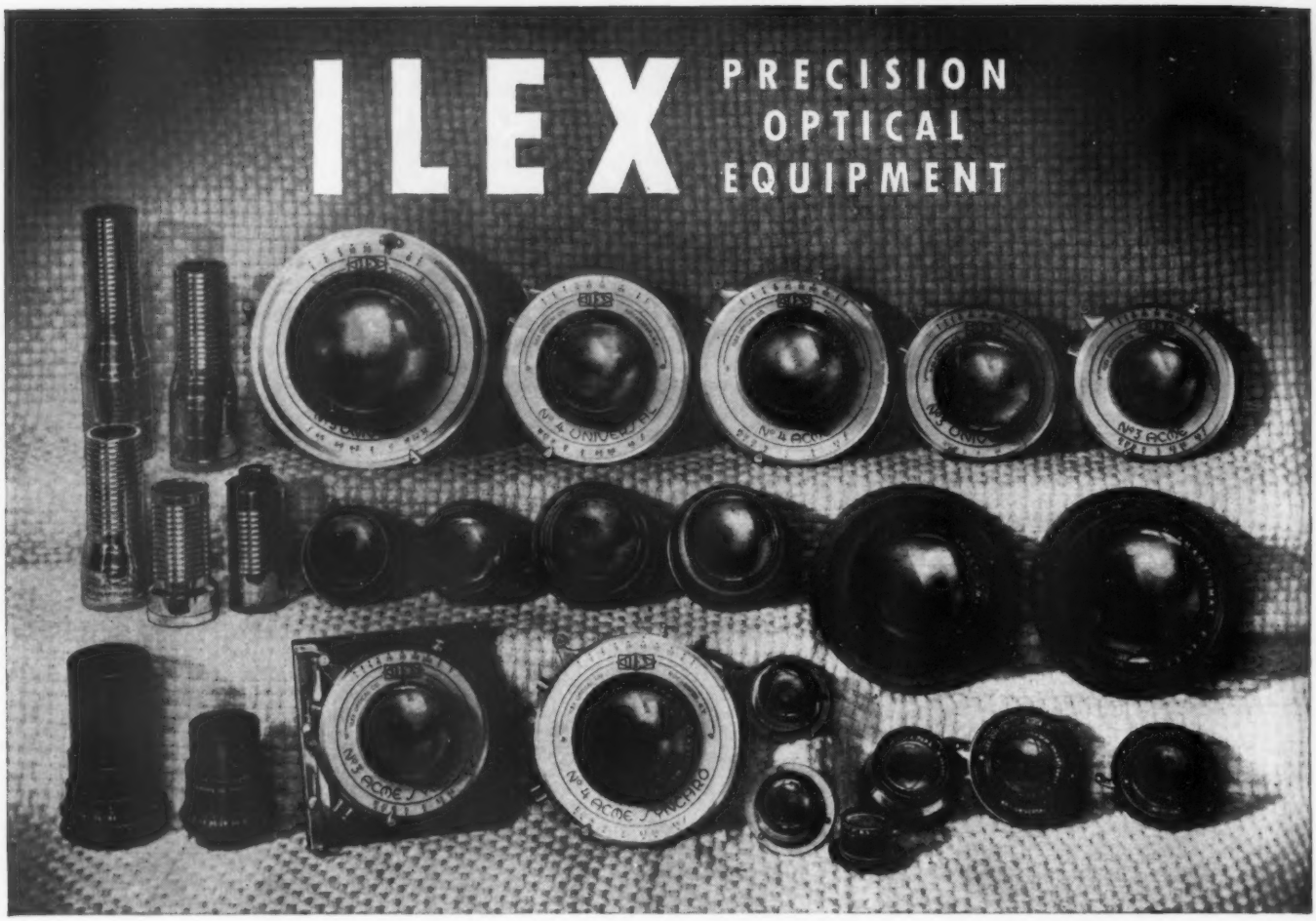
Size	Quantity	Single Weight	Double Weight
5x 7	Dozen	$ 0.30	$ 0.40
	½ Gross	1.45	1.82
	Gross	2.57	3.25
	500	8.10	10.25
8x10	Dozen	.65	.83
	½ Gross	3.30	4.15
	Gross	5.80	7.25
	500	18.10	23.90
11x14	Dozen	1.25	1.55
	½ Gross	6.20	7.75
	Gross	11.10	13.85

ALL SHIPMENTS F.O.B. NEW YORK
PLEASE SEND 10% DEPOSIT ON C.O.D. ORDERS

IN SERVICE TO PHOTOGRAPHY SINCE 1918

Royaltone CAMERA STORE

Dept. 70, 245 7th Ave. (cor. 24th St.) N.Y. 1 • CH 2-3310



THERE'S AN ILEX SHUTTER AND LENS TO MEET YOUR PHOTOGRAPHIC NEEDS

Photographers today demand high standards of performance from their equipment . . . dependable shutter speeds, accurate exposure timing (especially for color), perfect synchronization, smooth, convenient operation, critical definition in lenses. Constant research and 36 years' experience assure dependable performance from the wide variety of Ilex Shutters and Lenses designed for your most exacting photographic requirements. Illustrated above is a variety of Ilex Precision Shutters and Lenses including the famous Ilex Acme Synchronized Shutters, Acme Shutters, Universal Shutters, and Paragon Lenses. Ilex Paragon Lenses (for taking, enlarging and projecting) are coated or uncoated as desired. For dependable performance in Shutters and Lenses, "Look to Ilex." Due to increased production, many items are now available for immediate or early delivery.

Ask your dealer about Ilex Precision optical equipment.

Write us about your photographic needs

ILEX OPTICAL CO. ROCHESTER 5, N. Y.

SHUTTERS AND LENSES — ILEX — OPTICAL INSTRUMENTS

An outdoor flash technique developed by *KALART*

"Synchro-Sunlight" enables you to take pictures Hollywood Style using the sun for backlighting and the flash to capture the natural life-like appearance of your subject. Synchro-Sunlight eliminates eye-squinting, unnatural expressions and harsh shadows. It frees the photographer from the limitation of outdoor lighting and enables you to make clear, sparkling outdoor pictures of children or grown-ups, flowers, scenes and pets under natural conditions whether the sun is bright or dull, in or out of shade, *even in the rain!* No expensive, complicated equipment required.

Free! **FOR LIMITED TIME ONLY!**

KALART'S free "How-to-do-it" booklet explains "Synchro-Sunlight" photography in clear, simple terms. Send for your free copy today!

JUST MAIL COUPON

KALART, Dept. A-8, Stamford, Conn.

Without obligation on my part, please send free booklet, "Synchro-Sunlight."

NAME . . . . . .

ADDRESS . . . . . .

NAME OF MY CAMERA . . . . . .

MY CAMERA STORE . . . . . .

. . . . . .

DETROIT PUBLIC LIBRARY

KALART

Copr. 1947, The Kalart Company, Inc., Stamford, Conn.

BEACHCOMBER WITH A CAMERA

Broken shells of the channeled welk, a marine snail, with their china-like sheen and gracefully curved lines, resemble a tulip bed.

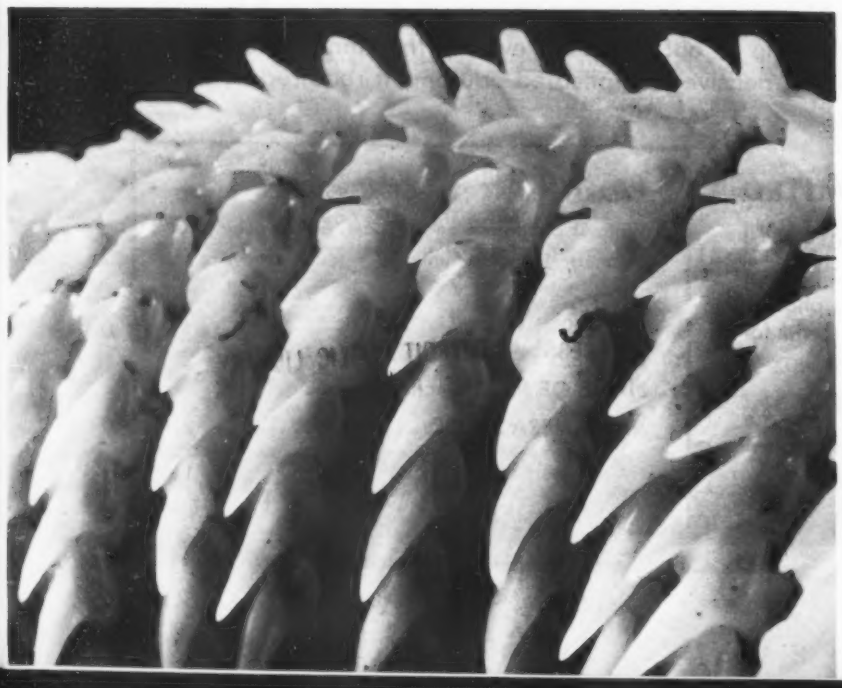
There's an unsuspected world of bizarre beauty to be seen in Nature's cast-off toys. Collect them; practice a new type of photography

By ANDREAS FEININGER
Photographs by the Author

SEA, SAND, AND SUN, summer vacation at the shore, days of restful laziness, of loafing with a purpose: relaxation. We explore the countryside, discover beaches and coves, watch the waves roll in and go out again leaving their deposits on the shore. One finds seaweed and tang, crabs and shells, pebbles ground round by the eternal wear of the waves, driftwood, and occasionally some stranger objects; a desiccated shark displaying its cruel teeth in a horrible death-grin, a piece of glimmering coral, a giant horse-shoe crab looking like a prehistoric tank.

Our collector's instinct, old as humanity itself, awakes. We pick up a glittering shell and enjoy its delicate shape and color, a sea-dollar, a starfish, a barnacle-covered piece of rock. We take them home with us and line them up on the window sill; we toy with them, we enjoy them.

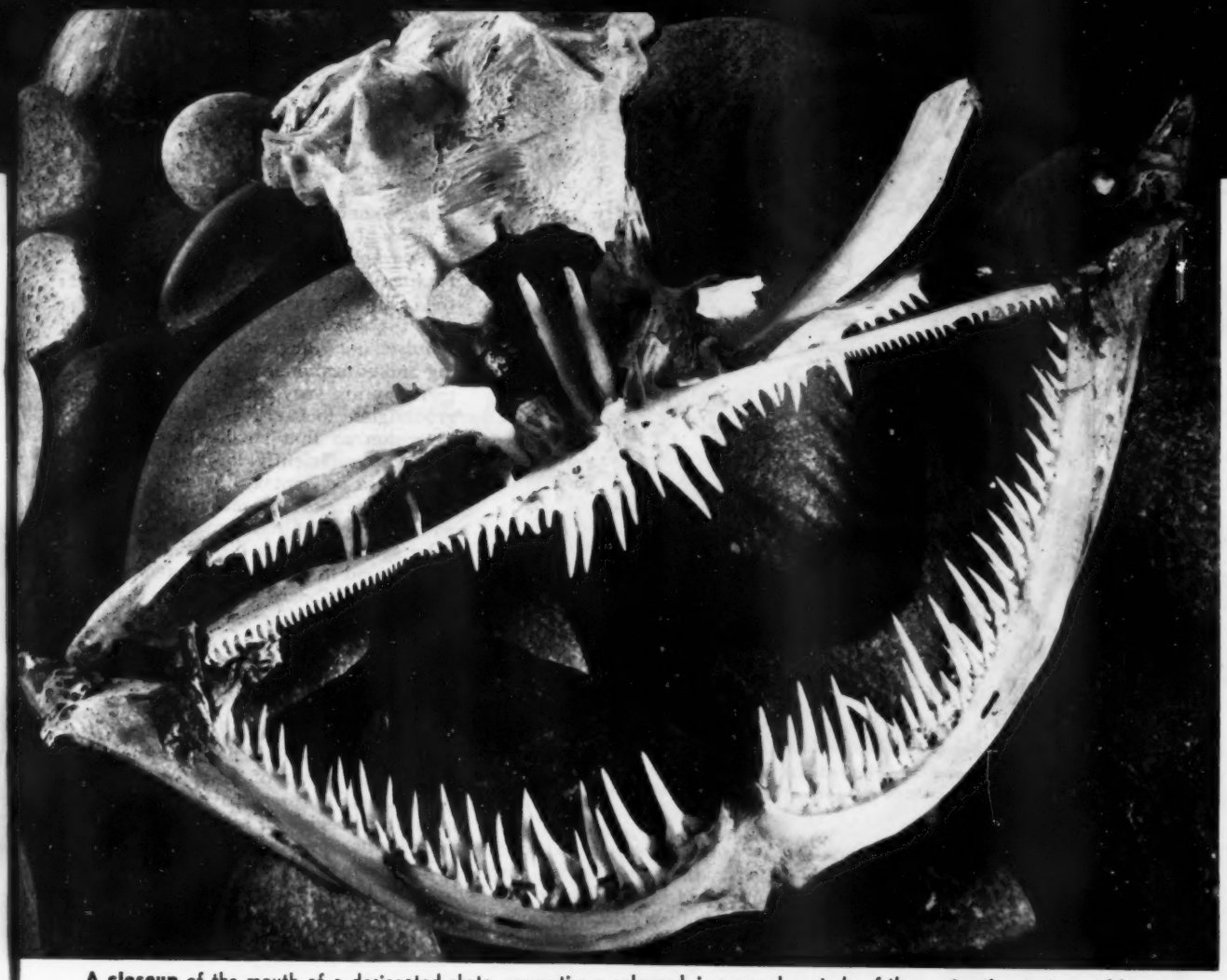
We study them, and slowly we discover a new and previously unsuspected world in these tiny objects of nature—beautiful, grotesque, bizarre, macabre, fascinating in many different ways. Just look at them with an unbiased mind, let your imagination carry you away, and see the unbelievably delicate, flower-like beauty of the inside of a broken shell of a whelk, resembling pink and satin-smooth china, and the graceful architecture of its curving stem, ordinarily hidden behind a rough and rock-like surface; the weird and suggestive shapes of eggs of skate and shark with their wildly gesticulating horns; the



The teeth of a skate, a member of the ray family, were magnified on negative to many times their size by bellows extension, short focal-length lens.

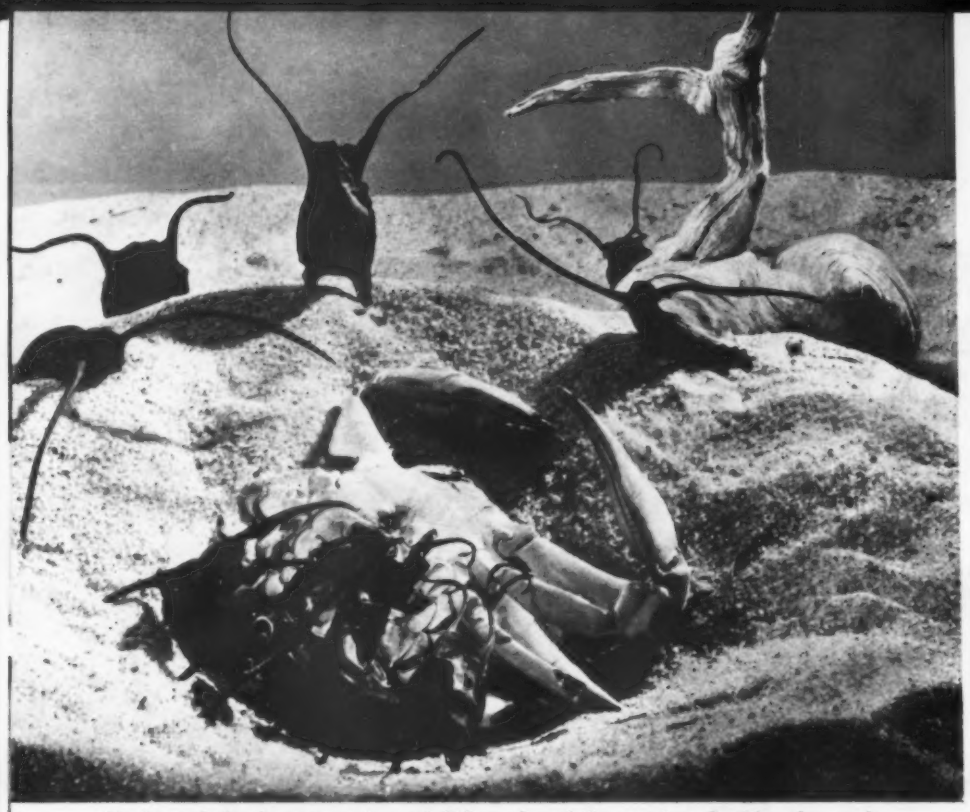
←

Here is Feininger's setup for these photographs. Illumination is provided by a 250-watt (No. 1) flood in desk light, one 200-watt baby spotlight at side.

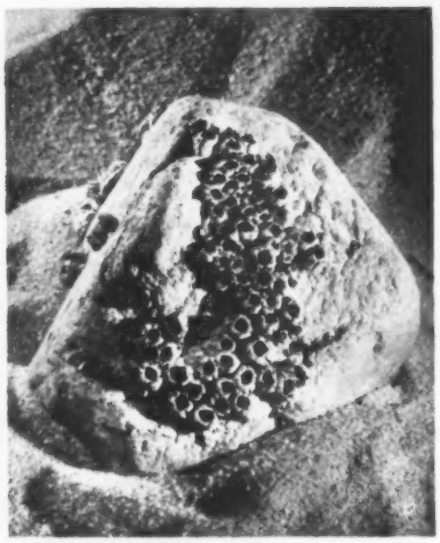


A closeup of the mouth of a desiccated skate, many times enlarged, is a macabre study of the contrasting textures of bone, stone.

Lighting was carefully controlled in this photograph of a blue-claw crab to make background an effective contrast.



Skate and shark eggs, a piece of driftwood, and the remains of a blue-claw crab are arranged into a tableau resembling the crescendo of an attack by warrior ants.



A barnacle-encrusted stone is a superb rendition of textures through lighting.

serene beauty of ivory-textured bones and skulls of fish; the sun-bleached crab shells, punctured and broken, lying half-buried in the sand like tanks abandoned after the battle; and the macabre death-masks of desiccated fish-heads left high and dry on the beach after a storm.

For weeks I collected such flotsam and jetsam and stored it in cigar boxes in the trunk of my car. I took it with me back to town, and many months later I opened the boxes and took out the things I had collected. Looking them over and feeling them once more in my hands brought back all the memories of the summer, of sunny days spent exploring the beach, and of the excitement caused by the discovery of some unusually interesting object. I started playing with these things, putting them together in groups, arranging and re-arranging them. I lighted them, got out the camera, and the beginning of a series of a new type of photograph was made.

Photographing small objects of nature not in a cold and scientific manner, but in a free and imaginative way, is not only a pleasant and relaxing pastime for any photographer, but presents ideal opportunities for developing the imagination, the feeling for three-dimensional lighting, and the sense of composition. And the requirements for practicing this interesting and educational type of tabletop photography are very small: A camera with groundglass focusing and double bellows extension so that small objects can be rendered sufficiently large (use of a 2-inch Leica or Contax lens on a 4x5 view camera permits the making of pictures with six to eight times magnification); a baby spotlight and a flood lamp fill-in; a background in the form of a neutral gray piece of cardboard—that's all that was used for making the accompanying illustrations.

Some props were needed, like a pail of clean white sand, a box of pebbles, some dried seaweed, some pieces of gnarled driftwood. And then there were the objects to be photographed—sea shells, crab shells of different sizes and types, some lobster claws, dried shark eggs (this begins to sound like a list of ingredients for a Chinese stew), sea-dollars, star fishes, bones, skulls and desiccated heads of fish, and whatever catches your fancy. Selection is limited only by the imagination of the photographer, for the supply of fascinating objects of nature is inexhaustible.

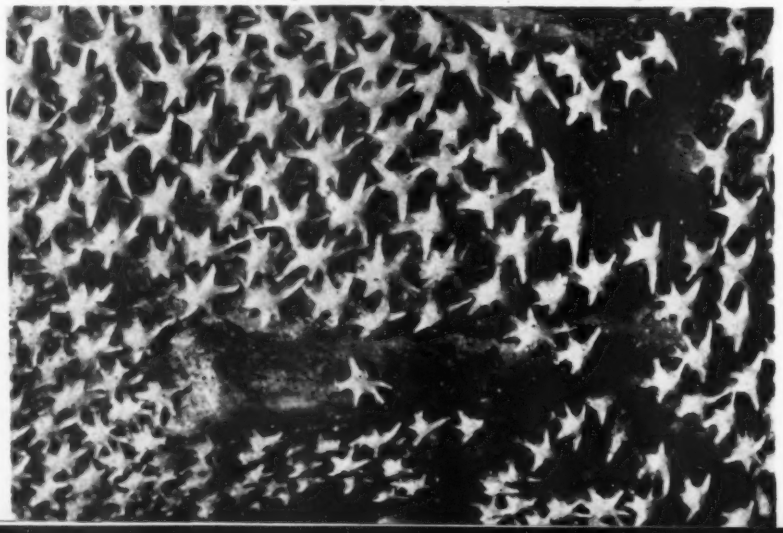
Merely because I here have photographed objects from the shore, don't think for even a moment that this necessarily limits you to subjects of this type. Even in your back yard, or in the parks, streams, or lagoons that might lie a short distance away, you can find fragments, fossils, stones, gnarled wood, dried grasses, insects, strange airborne plant seeds, relics, half rotted pieces of bark.

And a trip of even half an hour's distance from your home can, in most cases, provide you with equally weird and wonderful items to add to your col-

(*Continued on page 86*)

Shark, skate eggs, set in serried rows, seem to stand as victors on a battlefield.

Scales of a blowfish, a finny friend who can inflate his body to many times its natural size, magnified by the camera resemble tiny starfish.



IF IT'S IN COLOR...

think before you shoot

Modern color films present no bugaboos to the thoughtful worker. Enjoy the exciting new vistas they open to you

Photographs and text by

DON STORING

OPENING new and exciting vistas, present-day color films bring to all the opportunity to shoot gorgeous full color transparencies of the subjects we've always wanted to keep fresh on film. In days past, some of us photographers—we may as well admit it—ducked our entry into fascinating color photography because deep inside we weren't certain that we were up to its more exacting demands.

We may have said, "Oh well, color film's pretty difficult to get; I'll leave it for someone who wants it more than I do." Or we may have said, "Shoot pictures in color? Me? No, sir, not me! I like to do things myself!"

Now both of those objections have been removed and it's time that we stopped kidding ourselves and began to enjoy the fun of photographs in color. The actual exposure of color film is every bit as easy as shooting in black and white. After all, either one is merely a matter of depressing the shutter release!

But the pre-exposure considerations of color are quite different from those involved when using black-and-white films. There are new factors which we should think about, and there are others which we may have treated with some disrespect in the past, but which now demand strict observance. We shall discuss all these factors and as we do, you will be pleasantly surprised to find that color photography presents no bug-a-boos to the thoughtful photographer. It only presents a situation which will do most of us good—the necessity for working carefully the way we used to when we first began working with black and white. A little thinking beforehand will give us more pleasure from color photography—because our shots will tend to be better planned and more correct.

We all know that color films have less latitude than the customarily used negative films. This in itself is, of course, no problem; the problem is primarily one of exposing the film correctly. When using the exposure guide packed with the color film, take care to judge the lighting conditions as objectively as you can. If you use a photoelectric meter, take your readings near to the subject—six to eight inches away from the face is not too close for portrait work—

Dark shadows make this lighting setup a poor one for color. If the exposure is correct for the highlights, the shadows will be dark and their colors poor.

Flash fill-in lightens the shadows in this picture, bringing them within range of the film's exposure latitude. Blue bulbs should be used with daylight film.

Right way to take a meter reading for outdoor color portrait is to read from brightest area and give twice indicated exposure.

and not from the camera position. In this way you preclude the chance that the darker (or sometimes lighter) background will influence your reading.

A table of *suggested* meter settings for color films is given below. I say suggested because I want to call to your attention that if you consistently under- or over-expose you should alter this suggested rating to suit your own technique and equipment. These are merely guides designed to assist the photographer.

SUGGESTED METER SETTINGS

Color Film	ASA Day	ASA Tung	WESTON Day	WESTON Tung	GE Day	GE Tung
Ansco Color Film, Roll and 35 mm	12	12	10	10	16	16
Ansco Color Sheet Film	10	10	8	8	12	12
Kodachrome	10	16	8	12	12	20
Kodachrome Professional	12	8	10	6	16	10

Illumination for Color

Heretofore in conventional black-and-white photography we have been obliged to be concerned only with the intensity of the exposing light. Now with color films we also must consider the *quality* of the exposing light. By light quality we mean the relative amounts of red, blue, and green present in the sunlight, or in the artificial light which we use to expose the film.

This country scene was shot at the wrong time of day for best results on color film. Shadow areas of barn will register off-color. Better wait until sun is behind you—see photo at right.

Here is the same scene taken at a time of day when lighting was right for color. The early black and white rule, "Have the sun at your back," is good practice when making color pictures.

Here is a situation that leads to too-contrasty transparencies—a dark foliage background and cross-lighting. Beware of too-great color differences between your subject and background.

Choosing the sky for a background frequently produces better pictures. Use of a low camera angle often is helpful in reducing background contrast to get more acceptable transparencies.

The reason for this is easy to see. As we all know, color films are coated with three emulsions, each sensitized to record one—and only one—of the primary colors—red, blue, and green. Now if the exposing light is too reddish, the red recording layer will be more affected than the other two emulsion layers and the final transparency will display a color balance which tends toward red. If the light is too green, the finished color transparency will be preponderantly green. It is that simple.

Fortunately, however, we do not need to concern ourselves with complex influences and theories of light; it is only necessary that we have a healthy respect for the quality of the exposing light when using color films. In practice, we should encounter no undue difficulties if the recommendations packed with the film are observed. This entails essentially the following two rules:

1. When exposing daylight type color films, be sure that you use *direct* sunlight for illumination.
2. When exposing tungsten type color films, be sure to use the flash or flood lamps recommended by the film manufacturer.

Since we must expose three emulsions superimposed upon one another when we expose color film, we can naturally expect that they will be considerably slower than the negative films we customarily use. Thus, your exposures in color will run about two full stops greater for Ansco Color or Kodachrome films than for the usual black-and-white films. For this reason a camera having an anastigmat lens with a maximum aperture of at least *f* 6.3 is extremely desirable. There are, of course, fewer illumination problems when shooting color film outdoors, as opposed to using artificial light. This is because the sunlight between the hours of 10:00 a. m. and 4:00 p. m. remains at a relatively constant color temperature, while man-made light sources built upon differing principles and dependent upon an unvarying rate of flow of electricity have widely different characteristics.

Color temperature may be a new term to many who have recently entered photography in color. It is calculated by computing the relative amounts of red and blue present in a given light. This computation is in turn measured in units called degrees Kelvin, after Lord Kelvin who devised the system. To skip unnecessary details, the higher the degrees Kelvin (or K), the bluer the light becomes. So a light source which burns at 6,000° K contains proportionately more blue than a lamp which burns at 4,000° K.

Color quality, on the other hand, is not to be confused with color temperature. True, they are somewhat similar, but color quality takes all three primary colors into consideration, while color temperature considers only the blue and the red, disregarding the green which is equally important. Color temperature is a convenient absolute; color quality gives us the more complete description, but has as yet found no expression.

To move on to outdoor exposure of color film in sunlight, we recall that sunlight *under a given set* (*Continued on page* 153)

RIGHT AND WRONG WAYS OF LIGHTING FOR BEST RESULTS IN COLOR

Side-lighting such as this often produces beautiful effects in black-and-white photography, but it may turn out disastrously for color work unless you have some special effect in mind.

Here an attempt was made to fill in the shadow area by double side-lighting, or cross-lighting . . . but the effect still will be far from good in color work. Keep your lighting very flat.

With the lights moved in toward the camera (see sketch at upper left) we find the result greatly improved. This is the recommended lighting technique—especially if you plan color prints.

Increased modeling is achieved with this lighting arrangement, thus the picture is more interesting. However, unless subject has a limited brightness range, color prints may turn out contrasty.

Pictures at NIGHT

Los Angeles and its lights lie below the camera like a piece of velvet heaped with pearls. Exposure was 20 seconds, f11.

Take a camera out at night— those hours after the sun has set can be the time for some of the best shots you've ever made

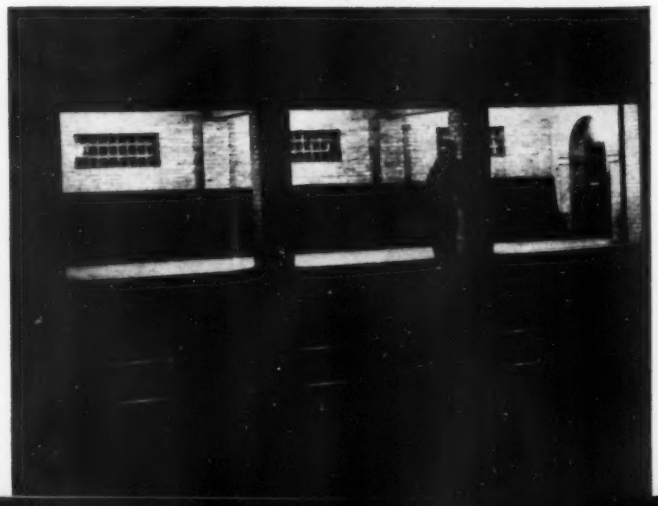
BY SHEP SHEPHERD

AN AMATEUR PHOTOGRAPHER friend recently remarked to me that he had about run out of picture subjects, and wished that he could get a chance to visit some of the places he had never been, and spend some time taking pictures there. This is but another example of "the grass is always greener in the other fellow's yard," and verifies my contention that there is a definite lack of imagination on the part of many amateur photographers.

Although I have been a commercial photographer and spasmodically successful for quite some time now, I still practice amateur photography, in that I still shoot pictures that I don't have to shoot. I shoot them for the sheer joy I get out of making beautiful prints of subjects of my own choosing. And

Lights in motion will give your night shots the feeling and spirit of gayety, and good time. Exposure was 20 seconds, f 11.

A garishly lighted waiting room, and the faint gleam of train rails make a striking picture. Exposure was 30 seconds at f 11.



I don't have to go to some distant place to find them.

Many photographers are passing up one of the most enjoyable phases of picture making by putting their cameras away come dusk. When the sun has dropped into its appointed sea and night puts on her shimmering mantle, then is the time for some of the most thrilling pictures you will ever make, if you will but go and find them. A city changes its complexion and personality with the passing of the day as completely as the moon and stars are different from the sun. Streets, buildings, parks, fountains, and any number of things, at night assume an ethereal quality that is yours for the taking. And such pictures are a source of enjoyment for a long time to come, either on your studio walls or in your portfolio. Of some fifty prints displayed in my studio, the night shots are the "stoppers." They are the first to catch the eye and they elicit more "oh's" and "ah's" than any other.

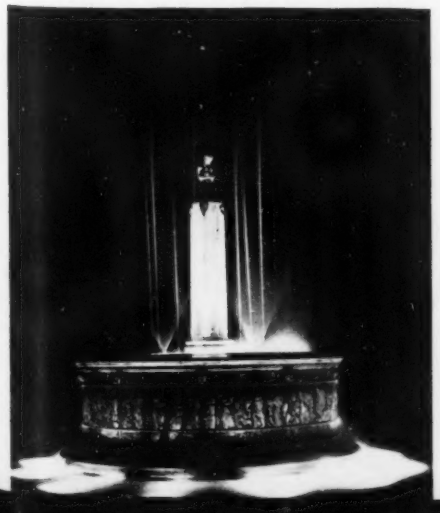
Night shots are easy to make. You need only a tripod, camera, and lens shade. The lens shade may sound like an odd bit of equipment for night shooting, but it is a big help in cutting out extraneous light from street lamps, autos, and other distracting sources. Type of camera and lens is not important. Any good make will do the job. An exposure meter won't be of much help to you here. You will need to learn to judge by eye, and you'll soon learn that it is better to err on the side of overexposure.

The illustrations accompanying this article were made on fast pan film with exposures ranging from twenty to thirty seconds at *f* 11. In shooting the fireworks picture, on the table of contents page, the shutter was set on time, with diaphragm at *f* 5.6, and was left open for two or three bursts. Each burst will be of sufficient brilliance to record itself properly. If the bursts seem to be occurring in the same spot, move the camera slightly between times. Don't try to take too many bursts on one negative for you will find the resulting picture hard to compose in printing.

In scenes such as fountains, street scenes, and floodlighted buildings, don't be satisfied with the first point of view you select. After an exposure or two,

(*Continued on page* 160)

Since water action was of short duration, the author made 20 exposures of 1 sec.



Reflections make fingers of light when you take an over-the-water shot. However, remember depth is deceptive at night, and don't fall in. Exposure 20 sec., *f* 11.

Floodlighted buildings are a natural subject in your night-time search for out-of-the-ordinary pictures. If possible, find an angle which keeps foreground clear.

Photo by Arthur Haug

THE FILM TO FIT

There is an emulsion tailor-made for almost any requirement. Here is how to select the film for the job

By WENDELL MERRILL

Ortho is a poor selection for portraits of women. Note dark lips and poor flesh tones.

Panchromatic film provides better results, largely because of extended red sensitivity.

Good tone quality is obtained with a medium-speed finegrain panchromatic film, as shown in this example of a 5-diameter enlargement from part of a 2¼x2¼ negative.

The extreme latitude of medium-speed films is shown by these eight pictures, made with exposures varying from 1/16 normal (left) to 16

THE SUBJECT . . .

WHAT FILM would you use to make a portrait of your wife, a copy of a map, and a stop-action picture of a basketball game? You might use the same film for all, but the chances are you'd be disappointed if you did.

The truth of the matter is that no single film can give the best possible negatives of all the many different subjects that come before your camera's lens. That is to say, there is no "universal" film. Fortunately, this isn't a very serious lack. Photographic manufacturers cannot produce an ideal "every purpose" film, but they can, and do, supply a number of different types of film, each designed to give satisfactory pictures of certain classes of subject matter. If we have the knowledge and wit to match film type to subject, there's no reason why we shouldn't get good negatives every time.

But how do films differ? In many ways, but the most important to practical photographers are differences in speed, color sensitivity, contrast, grain size, and exposure latitude.

Subjects differ in that some require a very contrasty film, some an extreme speed film. Many subjects print to best advantage if the negative is made on panchromatic film, others are more pleasing and effective if printed from orthochromatic negatives. Upon looking into the matter we find, for example, that wide exposure latitude is highly desirable for some subjects but a drawback for certain others. Grain size is of great importance in miniature camera photography if big enlargements are contemplated, but those of us who make 4x5 or larger negatives seldom give grain size a serious thought. In selecting a film for a given purpose, then, we get best results if we take into account not only the type of subject matter before the lens, but also the size of negative the camera produces.

The secret of success in getting the best possible negative of any given subject is to use the film which offers the greatest number of desirable qualities—the smallest number of undesirable ones. For we must often take a little bitter along with the sweet. As it usually works out in practice, we can get almost all the desirable film characteristics we need for photographing any subject, but sometimes we must also take a few we do not particularly want.

The first step in understanding films better is to consider the five individual qualities: *speed, color sensitivity, inherent contrast, exposure latitude, and grain size*—and the way they are generally combined in the films available to us. We can only talk about them in broad terms because the films of different manufacturers do not alway have the same properties in the same proportions.

1. *Speed,* of course, refers to the light-sensitivity of the emulsion as expressed in A.S.A. or Weston ratings.

2. The *color sensitivity* of a film determines the way it will react to light of different colors. There are two general classes: orthochromatic film, sensitive to light of all colors except red; and panchromatic film, sensitive to all visible colors, including red. Panchromatic films are further classified according to their red sensitivity. Eastman lists its pan films in two groups, "B" and "C." Films in the B group give fairly normal rendering of the reds in a subject. Type C films have a somewhat higher sensitivity to red with the result that they record the reds in lighter than normal tones. Ansco also supplies pan films in two color sensitivity classifications. In all cases, filters can be used for correction purposes.

Whether you use a pan or ortho film depends almost entirely upon the way you wish to reproduce the relative brightnesses of different colors. If there are no reds in the subject, you don't need the red sensitivity of a pan film. If reds are present, but not important—or if you wish to deliberately darken them—an ortho film is entirely satisfactory. Ortho films are often preferred in portraiture because they give good rendering of flesh tones. However they do, at the same time, tend to emphasize skin defects. Generally speaking you can use ortho films for portraits of men, but it is usually better judgment to use pan film, which minimizes facial blemishes, for portraits of women.

Some pictorialists prefer ortho, others pan, for landscape subjects. We can't honestly say that either film is best for landscapes, only that ortho (or pan) is best able to capture the effect someone may desire. In other words, it is pretty much a personal matter.

In photographing such subjects as flowers, especially in closeups, and for copying colored originals, the wider color sensitivity of panchromatic film is almost a "must."

3. The inherent *contrast* of an emulsion is determined at the time the film is made. If we refer to manufacturers' literature we learn that the normal contrast of certain films can be increased or decreased within comparatively narrow limits by extending or curtailing the amount of development it receives. However, great changes in contrast are usually obtainable only by choosing a film which will give us the contrast we desire and developing it as suggested by the manufacturer.

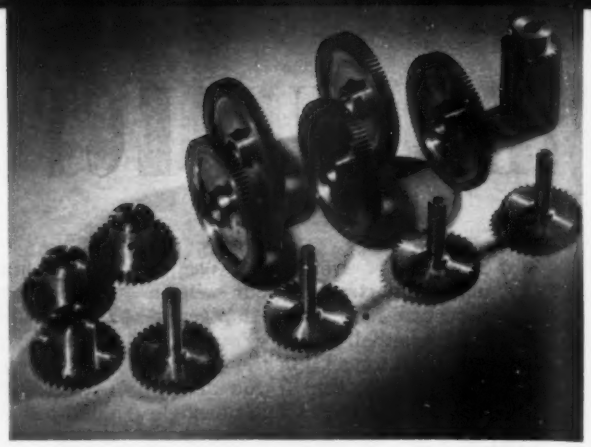
4. *Exposure latitude* cannot be explained to everyone's satisfaction without getting involved in considerable technical talk. But we can keep this discussion on a practical basis by saying that latitude refers to the amount of leeway you have in exposure. If the film has a rather narrow latitude, your exposures must be pretty close to being "on the button." However, with wide latitude films you'll get good, printable negatives even if your exposures are appreciably shorter or longer than they should be. Latitude might well be termed the "two-way stretch" of photography.

5. Whether the *grain size* of the film you select should be fine, medium, or comparatively coarse depends a good deal on the size of your camera. If yours takes 4x5 film or larger, you know that grain size is no great problem unless you regularly enlarge small areas of the negative to make prints of truly heroic proportions. But as the negative size becomes smaller, the graininess of the film assumes greater importance.

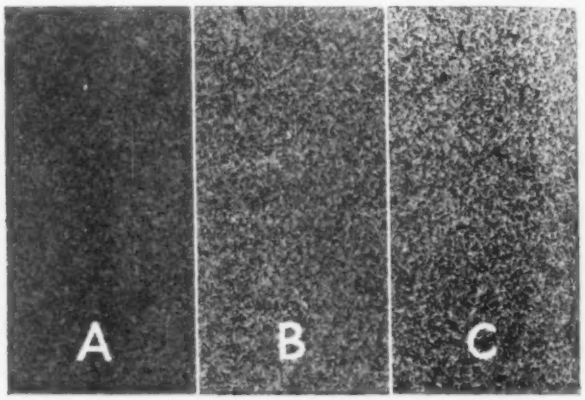
The film manufacturers try to give us an honest and reliable index of a film's graininess by stating that such and such film can be enlarged so many diameters without showing objectionable graininess in the print. One difficulty here is that

times normal (right). All were developed together and printed on normal paper. The only control was greater or less exposure in printing.

Medium-speed pan film recorded the wide brightness range of this scene with pleasing contrast and detail. The print from 35 mm shows no grain



Finegrain film of slow-to-medium speed gives faithful rendering of textures and reproduces every fine detail.



Grain size varies with speed, as shown by magnified samples of slow (A), medium (B), and fast (C) films.

the manufacturers assume you will give the film optimum exposure and development. Many times you won't. And overexposure, overdevelopment, or both tend to make even the most modest silver grains grow bold and offensive. A second difficulty is that graininess is more apparent (hence, more objectionable) with some types of subject matter than with others. You can stand more graininess in a landscape, for example, than in a portrait. And finally, we don't all have the same idea of what objectionable graininess is. Some can tolerate a considerable amount of grain without offense. To others, the merest suggestion of grain is sufficient to spoil a print completely.

One simple and quite reliable way to estimate the way each of the qualities mentioned is combined in any given film is to consider its speed. Extreme speed films, having a daylight exposure index number up around 200, are supplied with panchromatic color sensitivity only. Usually they have an extended exposure latitude, comparatively low contrast, and relatively large grain size. Films in this group are best reserved for emergencies. That is, when getting the picture, regardless of everything else, is the most important consideration.

You may find a need for one of the extreme speed films if you have to make instantaneous exposures of a subject under extremely poor lighting conditions—when the available illumination is not enough to obtain a well-exposed picture on a slower film. Films in this category are available in cut sheets only.

Films with a daylight exposure index number of about 100 are obtainable with either pan or ortho color sensitivity. They, also, have good exposure latitude, plus moderate contrast, but grain size is still too large for big projection prints from small roll and 35 mm camera negatives. Press photographers, who use 4x5 films and seldom enlarge the negative more than two or three diameters, have accepted panchromatic films in this group as more or less standard. These films have speed to spare for most outdoor subjects and are amply fast for indoor shooting at high shutter speeds with synchronized flashlamp lighting.

Unfortunately, the inherent graininess of these films does not make them the ideal material for small roll and 35 mm cameras, because here negatives are often enlarged ten or more diameters in printing and the graininess becomes quite apparent. This does not mean that high speed films should never be used in small cameras. If yours is a box or inexpensive folding camera with a lens speed of *f* 16 or so, it will get good outdoor pictures in sunlight with a somewhat slower film, but if you want to take indoor snapshots by floodlight, you'll need the extra sensitivity of a high-speed film to get well-exposed negatives. Since such negatives are generally printed by contact, or enlarged only slightly, you'll probably never worry about grain size. You'll find panchromatic films in the number 100 group for sheet, pack, roll, and 35 mm cameras. Orthochromatic films of this class are listed in cut sheets, but not in rolls or 35 mm cartridges.

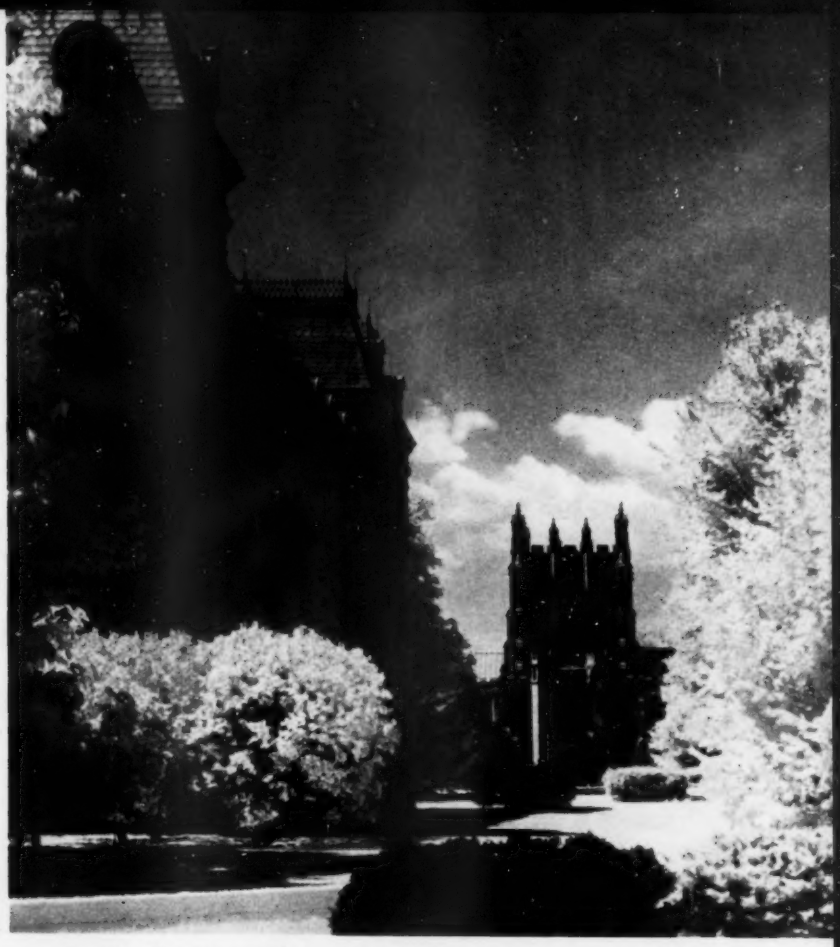
Right here it might be well to point out that one can get fairly close approximation of orthochromatic rendering with panchromatic film by using a red-absorbing filter (usually green) over the camera lens. So if you want a film in this speed group but something that approaches ortho sensitivity, use pan film and slip a suitable filter over the camera lens.

The next step downward in speed (exposure index number 50) leads us to what is probably the most versatile group of films available. Of course, they cannot be expected to provide perfect negatives of every subject, but many agree that these are nearest to the perfect "all purpose" films for small-camera photography. Both the pan and ortho films in this group have ample speed for all normal outdoor subjects. Exposure for average subjects in good sunlight is about 1/50 second at *f* 16, or the equivalent. You can make hand-held exposures without danger of blurred negatives due to camera movement. With reasonably fast lenses they can be used indoors with floodlamps or synchronized flash lighting. Speaking generally, the latitude of these films allows quite a bit of leeway in the matter of exposure without too much worry over missing the picture.

Contrast is what might be termed "moderately brilliant" and you'll get pleasing gradation over a rather wide range of tones from highlight to shadow. These are finegrain films, and when given reasonably accurate exposure and proper development should produce negative images that can be enlarged 8 or 10

Panchromatic film of moderate speed gives good color rendition and a wealth of texture for flower pictures.

The fastest pan films make it possible to get good exposures indoors, even using inexpensive box cameras.



Infrared film gives striking effects, making clouds appear white in darkened skies and artificially lightening the trees and green foliage.

diameters without offending even the most particular photographer. Panchromatic films in this group are supplied in cut sheets, packs, rolls, and 35 mm cartridges. Ortho films are put up in all forms but 35 mm cartridges.

If you enjoy taking landscapes, seascapes, beach and snow scenes, architectural subjects, informal outdoor portraits (or indoor portraits and character studies), and copies of continuous-tone originals under good photographic lighting, you will probably choose films in this group for general picture taking provided your camera makes negatives smaller than 4x5 inches.

When we reach for a film in the 25 exposure index bracket we are looking primarily for very, very finegrain negatives. We also get a somewhat higher emulsion contrast, and slightly less exposure latitude. If you want to make 14x17 or 16x20 enlargements from sections of 35 mm negatives, such films are for you. Their principal handicap is their slowness, though this need not be a serious drawback for tabletop and still-life subjects.

Films much slower than 25, those rated in the neighborhood of 8 or less (Process, for example) are ordinarily not considered for general picture taking. These are the films manufactured mainly for photographing subjects from which copy negatives of great contrast are required. They are ideally suited to copying work, such as monochrome or colored line originals—maps, wiring diagrams, printed or typewritten pages, and similar subject

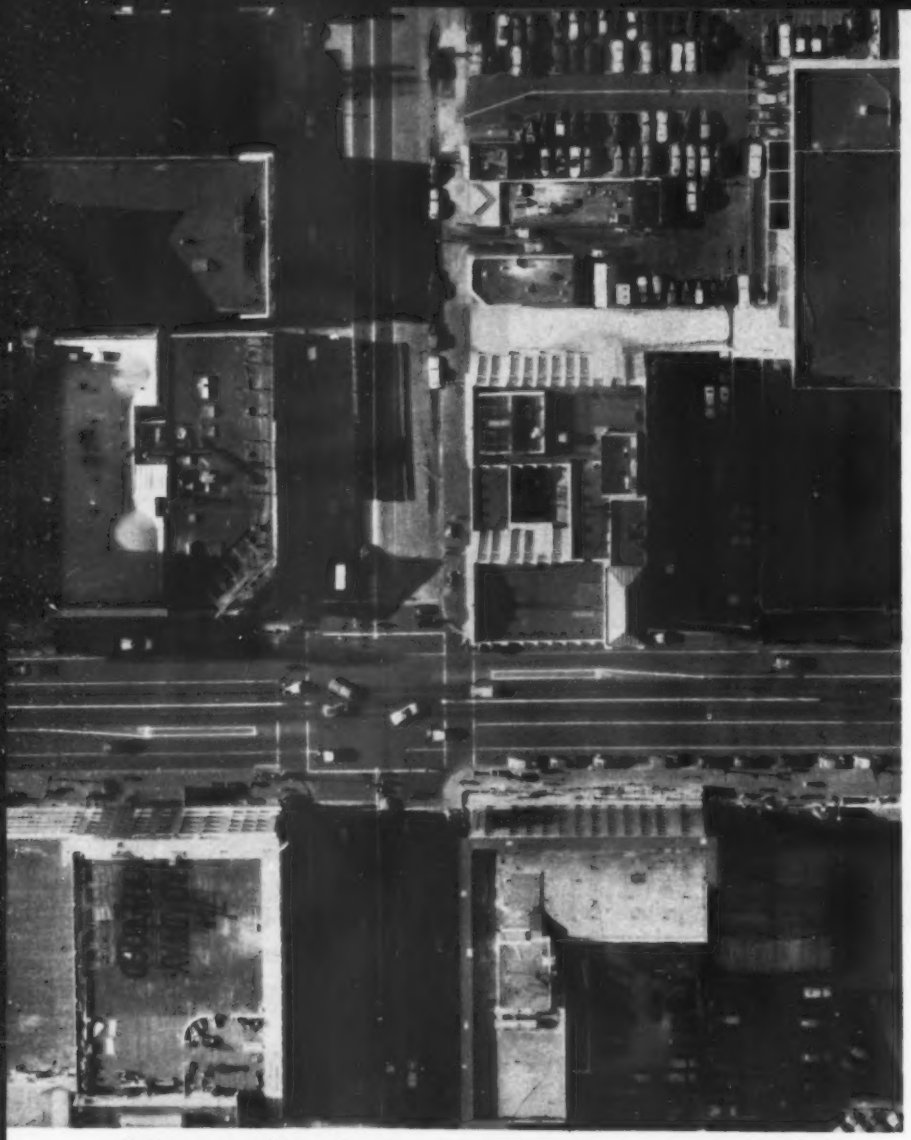
(*Continued on page* 104)

READY REFERENCE FILM SELECTION CHART

SUBJECT	35mm	Rolls	Packs		Sheets	
			Small	Large	Small	Large
PORTRAITS						
Men & Women (Pan Sensitivity)	E	E, F*	E	E, F	E	E, F
Men Only (Ortho Sensitivity)	**	A	A	A, B	A	A, B
LANDSCAPES, SEASCAPES, etc.						
(Pan Sensitivity)	E	E	E, F	E, F	E, F	E, F
(Ortho Sensitivity)	**	A	A, B	A, B	A, B	A, B
(Infrared Sensitivity)	J	J	...	....	J	J
ACTION SUBJECTS						
Poor Lighting	F	F	F	F	G	G
Good Lighting	E, F	E, F	E, F	E, F	E, F	E, F
STILL LIFE						
General	E	A, E	A, E	A, E	E	E
Fine Texture	D	A, E	A, E.	A, E	D	D
COPY NEGATIVES						
Line Originals						
—monochrome	C	A, E	A, E	A, E	H	H
—colored	C	E	E	E	C	C
Continuous-tone Originals						
—monochrome	D, E	A, E	A, E	A, E	A, E, I	A, E, I
—colored	C, D	E	E	E	D, E	D, E, F

*Box Cameras. **Use pan E film with deep green filter.

A. Ansco Plenachrome, Supersensitive Plenachrome; Defender X-F Ortho, Portrait; Eastman Verichrome, Super Speed Ortho Portrait; Gevaert Superchrome.
B. Ansco Triple S Ortho; Eastman Ortho-X, Super Ortho-Press.
C. Ansco Minipan, Process Pan; Defender Pan Process; Du Pont Microcopy; Eastman Micro-File, Contrast Process Pan.
D. Ansco Isopan; Defender Fine Grain Pan; Eastman Panatomic-X.
E. Ansco Supreme, Superpan Portrait; Defender X-F Pan; Du Pont Superior 2; Eastman Plus-X, Portrait Pan; Techniffinish Kryptar.
F. Ansco Ultra Speed Pan, Superpan Press; Defender Arrow Pan; Du Pont Superior 3; Eastman Super-XX, Super Panchro-Press, Type B.
G. Ansco Triple S Pan; Eastman Tri-X Pan, Super Panchro-Press, Sports Type.
H. Ansco Process; Defender Pentagon, Process Ortho; Eastman Contrast Process Ortho.
I. Commercial (Ansco, Defender, Eastman).
J. Eastman Infrared.



Hollywood and Vine, famed movie capital street corner, was photographed from 5,000 feet at 550 m.p.h.—yet the print reveals detail in automobiles.

Partial installation is shown in nose of FP-80. Foreground is K-22 40-inch camera.

After development, huge 150-foot film rolls are checked on a long viewing table.

PICTURES at 500 M.P.H.

Jet-propelled photo planes get sharp photographs at extreme high speeds

IMAGINE shooting a picture while traveling at a speed of more than 500 miles an hour, and still getting no camera movement, with negatives scalpel-sharp, revealing minute detail comparable to that obtained by using a solid tripod on the ground—and one shot every two seconds!

But it's done, and seemingly with the greatest of ease. Such accomplishments are not obtained with hand-held cameras, however. They are made possible through the use of high-speed military planes, designated by the Army Air Forces as "F" for foto planes, and with the finest aerial cameras anywhere in the world.

One jet-propelled photo plane used by the military today is the Lockheed FP-80-A, a slight modification (*Continued on page* 159)

Photo planes fly so fast that this craft, piloted by Col. Leon W. Gray, won "J" division of 1946 Bendix race. Cameras mounted in nose replace guns.

HOW THE FP-80 SHOOTS MAPS

Both photos were shot simultaneously from 30,000 feet at 550 m.p.h. Top picture was taken by center camera of three six-inch K-17s arranged for tri-metrogon photos. Total area covered by all three was 200 miles wide. Photo at right covers identical area as the white square above and was taken at same time by a vertically-mounted K-22 camera with 40-in lens.

The ABC's of ENLARGING

Photographs and Text
By JOSEPH FOLDES

Prints have greater appeal when they are made in appropriate colors instead of black and white

TONING is one of the important phases of the enlarging procedure, with which we can greatly improve the final results of our photography. Through toning we can change the over-all tone (color) of our print. Some of the toners work by chemically changing the pure silver image of our print into a silver compound which has a different color. Other toners actually plate the image-forming silver to achieve the desired toning effect. But let us not go into the theory of toning too deeply, as it is the practical angle in which we are really interested.

Toning is easy and if the following instructions are carried out to the letter, good results are certain. When we say, "Follow instructions," we mean every letter of it. We have seen many prints ruined by faulty toning, the result of careless work. The very first rule (which should be written in glowing letters on every darkroom wall anyhow) is: CLEANLINESS. We must not allow anything used in the toning process, including the print itself, to be soiled with chemicals, greasy fingerprints, etc.

The list of equipment needed begins with several trays of the proper size. The trays must not expose any metal parts, particularly iron. Glass or hard rubber trays are the best, but enameled trays can also be used if they have no cracks or chipped spots. The trays must be kept scrupulously clean and must be thoroughly washed both before and after use. Then we need the chemicals used in the toning processes. The chemicals should be handled with care, first to prevent them from contaminating one another, and second because most of them are poisons—and also because they may leave indelible stains.

We will use several bottles for the stock solutions of the toners. They should be brown bottles with tight-fitting cork or plastic (not metal) screw caps. The bottles must always be used for the same purpose. Do not use any bottle for one toner, then for another, no matter how well you think you have washed it out.

Finally we need a scale to measure out the chemicals for the toner, and a small graduate for liquid measurements. These are all the equipment required.

The next question is: When should we tone our prints and when should we avoid toning? When will toning improve our prints and which toners should be used for best results? This is a difficult question to answer, because it is mostly a matter of taste which prints we tone and to what color. However, by varied experience we have arrived at a method which is rather safe to apply.

First we make a "proof," a straight enlargement, which we can study. There are two things to be considered before we decide if we should or should not tone our print. One is the subject matter, the other is the purpose of the finished print.

The subject matter is to be studied carefully. If we can tone our print so that the main subject will approach its real life color in the toned print more than in the untoned one, we should tone our print by all means. This may require some explanation. For instance, the subject of Figure 1 is a scene

1 A reddish brown, obtained by using selenium or copper toners, would be appropriate for a print of this sunset scene. The color selected for any picture should fit in with the subject matter for a successful final result.

2 Dark blue tones, achieved with the gold chloride formula, could be employed to enhance the moonlight effect in this picture. It was made from the same negative as Figure 1, by printing it darker; thus a new picture is created by variations in printing and toning.

at sundown. Toned to a reddish brown, this print will look much better than in the original black and white because the reddish brown color will create and deepen the effect of sunset. The subject of Figure 4 is a harbor scene. The effect of this print will be greatly improved by blue toning, which brings its color closer to that of the original scene.

The effect of the print shown in Figure 3 is based on design and contrast, both of which are emphasized best in a black-and-white print. Toning this print would lessen its effect rather than add to it.

Sometimes we have a negative, which, if printed straight, does not yield an outstanding picture, but with proper enlarging procedure can be made to yield an excellent print. Or we may have a good print already, but by changing the enlarging procedure we can make another excellent print, quite different from the previous one. Take the print shown in Figure 1, for instance. The sunset scene, toned reddish brown, makes a good picture. Take the same negative, make a much darker print (see Figure 2), tone it blue, and you will have a night scene by moonlight. Thus it is possible to make two excellent, but entirely different prints of the same negative. Thus we have another use for toning in connection with the subject matter—if we have envisioned the print we want to get out of a negative, toning may be one means of realizing our aim.

The purpose of the finished print is also to be considered before making a decision on toning. Generally we make enlargements for one of three purposes: 1. For reproduction; 2. To send to salons; 3. To hang in our homes.

1. A print made for reproduction should not be toned. While it is possible to make good reproductions of some toned prints, magazines and newspapers still prefer black-and-white glossies.

2. Prints to be sent to a salon should be toned, if possible. Many salon judges prefer toned prints (do not ask us why) and we seem to have a better chance of success with a toned print.

3. If we intend to hang a print in our home we have to consider the subject matter first to decide if it should be toned. Then we have to check the location where we want to hang it and see how the tone we choose would match its planned surroundings. This is important for the best possible effect.

Thus we have seen that we tone a print if by toning: 1. We get closer to the original color or mood of the main subject; 2. If we get a certain desired effect by toning the print; 3. If we want to send it to a salon; 4. If the surroundings into which the print will be placed warrant it.

We are going to describe the so-called "cold" toning processes, which can be executed at room temperature. The few "hot" toners, which are to be heated in a water bath for use, are too inconvenient for the average amateur. The toners which we will want to learn to use are the following:

SEPIA TONER (warm brown)
SELENIUM TONER (purple to reddish brown)
COPPER TONER (warm black to copper red)
GOLD CHLORIDE BLUE TONER (blue)

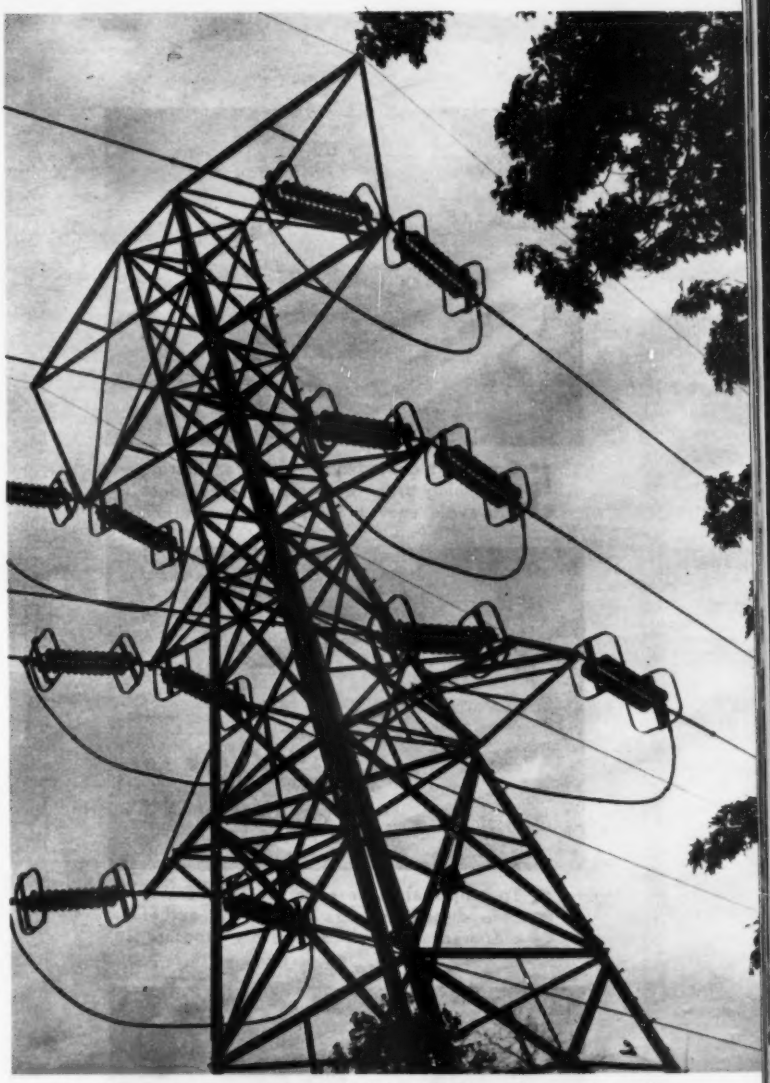
We will make the instructions as short as possible, but you will have to follow them to the letter to get the results described. There is one more thing to be mentioned—toning will change the tone, the color of your print, but it will not change the print itself. By this we mean that if you have a brilliant print, it will be brilliant after toning; if you have a dull, flat print, it will be dull after toning. Do not expect toning to do miracles for your pictures.

Non-hardening Hypo

There is one important prerequisite of successful toning: do not use a hypo with hardener for prints to be toned. The hardened emulsion will not take toning properly. The following formula can be used instead:

Hypo crystals	2 lbs.
Potassium metabisulfite	3½ oz.
Water	1 gal.

Fix the prints for about 4 to 5 minutes in fresh hypo, moving them every minute or so to avoid hypo stains. After fixing, the prints must be washed *thoroughly* before toning. This means washing in fast running water for at least 1½ hours, making sure that the prints are separated regularly to allow the running water to reach and wash all parts of the



3 **No tone at all** is recommended for this interesting pattern picture. Prints like this, depending on line and contrast for interest, often are best in black and white. Knowing when not to tone is just as important as selecting the best toners for your prints.

4 **Most marine scenes** can be shown effectively in blue-toned prints, made with the gold chloride formula. Best results are obtained with slow-speed chlorobromide papers, which take the tone fastest and are capable of rendering pictures in the deepest blue.

5 **Constant agitation** is important during the toning process, to obtain even tones and avoid uneven action of the solution.

6 **To emphasize** the need for agitation in both directions while toning, the author prepared this additional triple exposure.

7 **Action is stopped** by removing print when using direct toners. Keep an extra print at hand for use as a guide to tone.

8 **Careful drying** is essential, as toning softens the emulsion. The safest method is to hang up your prints like negatives.

prints including their backs. In the winter, when the temperature of the running water is low, more time should be allowed for thorough washing. We can start to time the washing only after the last print has been put into the water. After washing has started, we may not put in more prints from the hypo as this would contaminate the wash water and we'd have to start washing all over again. It is *imperative* that the prints to be toned be washed thoroughly or else our effort will be doomed to failure.

Sepia Toning

Sepia toning yields a pleasing warm brown tone. It works best with bromide and fast chlorobromide papers. Do not attempt to use it with slow chlorobromide papers as it will give an unpleasing yellowish brown tone. The print made for sepia toning should be fully (or even a little over) developed in a metol-hydroquinone developer like D-72. Underdeveloped (pulled) prints, or those developed in very warm tone developer will not tone satisfactorily, and will turn out muddy, flat results.

The print so made should be washed thoroughly as described above. The toner is to be prepared in two stock solutions. The first is the bleaching solution, the second is the toning solution. I personally use the Kodak T-7a Sulfide Sepia Toner formula for my own work, but any similar formula can be used. The formulas are available from any dealer, so we do not repeat them here. This toner is not available ready-made, and it is not identical with the single-solution sepia toner sold by dealers. We will have to make it up ourselves. Having made up the solutions according to the formula, the toning process is the following:

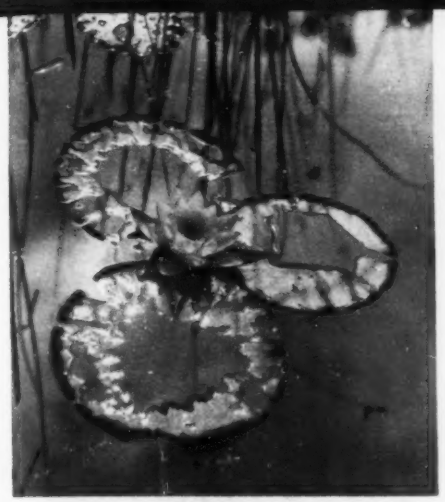
In a clean tray we prepare the bleaching solution. We immerse the print to be toned in this solution and keep it agitated all the time, as shown in Figures 5 and 6. The bleaching will start soon. First the highlights will go, then the middle tones, and finally the shadows. On the fully bleached print we still can see a faint, light yellow image. To judge when the bleaching is finished we watch the deepest shadows. The blacks will turn gray first, then a milky gray, and finally yellow. Depending on the density of the print itself, the bleaching time at 70° F. will take from 1 to 3 minutes. If in doubt, leave the print in the bleaching solution for another 30 seconds. When the bleaching is completed, we wash the print in running water for about 15 minutes. Discard the bleach, wash the tray thoroughly, then prepare the toning solution. This toning solution has a rather odd smell, but it is bearable if we do not let the bleach and the toner mix (what we should avoid anyway). If by neglect we allow the two solutions to mix, then the whole house may smell from it.

After the 15-minute wash in running water, we immerse the print in the toning solution and agitate it continuously. The toning will start to take place immediately after immersion and will be finished in about 30 seconds to 1 minute. Then we wash the print again in running water for about 15 minutes and then dry it. As the toning solution softens the emulsion greatly, it is important that we handle the toned print carefully until dry. We cannot dry it on a heated dryer. The safest way to dry it is by hanging, as we do with our films, letting nothing touch the emulsion till dry. (See Figure 8.)

Selenium Toning

The selenium toner is a single-solution toner which we buy ready made. The selenium toners made by Eastman and Ansco are the best known brands. While the sepia toner works best with bromide and fast chlorobromide papers, the selenium toner is best suited for use with the slow chlorobromides. It also works with the fast chlorobromides, but the results are not satisfactory. The use of the selenium toner with slow chlorobromide papers is the following:

First the print must be washed very thoroughly, even adding another ½ hour to the usual washing time. Then we make up the toner, but not according to the instructions of the manufacturer. The manufacturers usually recommend a dilution of the toner of 1:3 to 1:7 with water. We dilute it much more because we have found this more dilute form easier to work with. We dilute them 1:12 (one part stock solution to twelve parts of water). In this solution we immerse our thoroughly washed print and keep it agitated vigorously during the whole toning time. This (*Continued on page* 94)



Sunlight carelessly strews a handful of diamonds on a lily pad in this lovely picture, typical of Mrs. Szasz's work.

Starched stiff skirts and sturdy legs make a photograph titled "The Likeness Is Extraordinary." Plus-X, *f* 8, 1/100 sec.

Trying to help his sister stand up, this little man fell on his nose, and to add disgrace to pain, was soundly scolded. Rolleiflex, Gevaert film, *f* 5.6, at 1/100 sec.

WE INTRODUCE...

Suzanne Szasz

Mrs. Szasz, here pictured by Martin Munkacsi, has not watched our American scene for long, but likes its life and its light.

"TO MAKE INTERESTING THINGS beautiful" is the photographic philosophy of Suzanne Szasz, attractive Hungarian photographer, whom we introduce this month as a newcomer to the American scene. Coming from Budapest a little more than a year ago with her husband, who is financial councilor to the Hungarian legation at Washington, Mrs. Szasz, who knows, may add her name to the impressive list of her countrymen—like Robert Capa, Gjon Mili, and Martin Munkacsi—who have won renown with their cameras in this country.

At any rate Mrs. Szasz is starting under good auspices as a student of Munkacsi, who needs no introduction to POPULAR PHOTOGRAPHY readers. Hungarians have a way with a camera, no doubt about that, and Mrs. Szasz is no exception. She has the Hungarian pictorial eye, which is uniquely sensitive to delicate tones and composition in nature. She learned her technique from the well-known Erno Vadas in Budapest about six years ago, but played around on her own with her first camera, an Exakta, for a year before that.

But the war took a five year chunk out of her (*Continued on page* 114)

The MAN WHO ESTABLISHED PHOTOGRAPHY

Courtesy of Museum of Modern Art

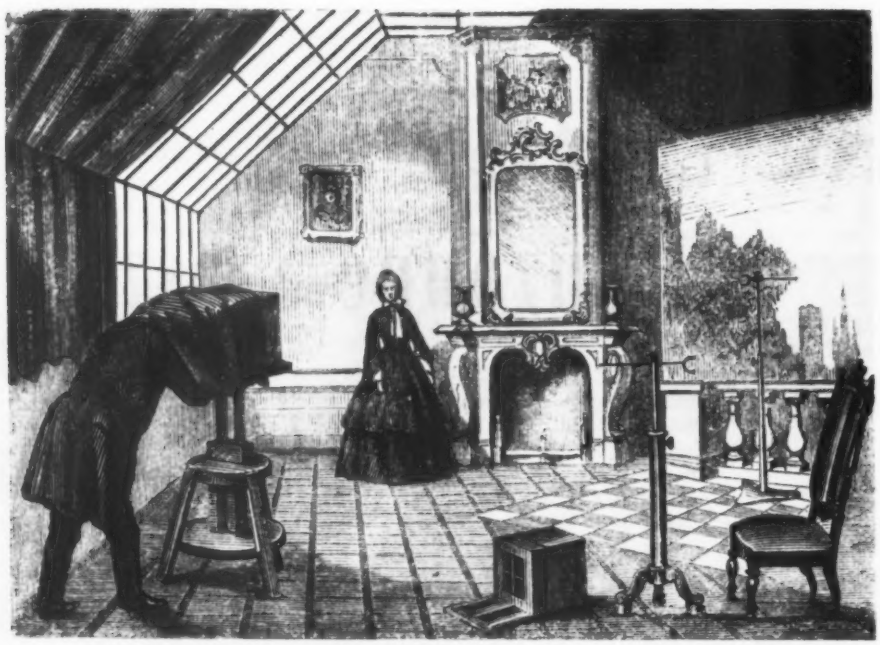
Disdéri in a self-portrait taken with collodion type negative. He introduced the small portraits called cartes de visite.

By ELI WILLIS

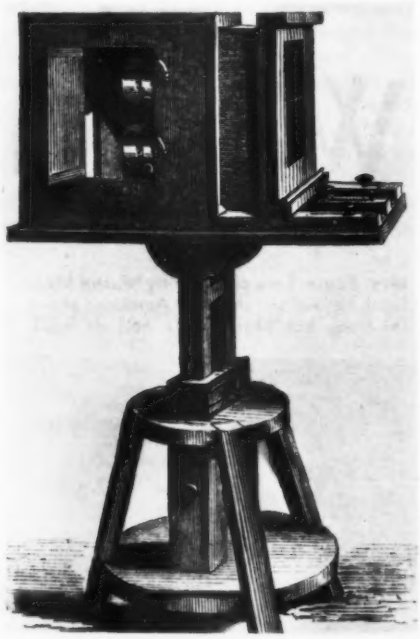
Author, technician, photographer to Napoleon III, André Disdéri first turned photography into big business

EVERY PHOTOGRAPHER TODAY owes a great debt to a short and pudgy man with a bald head and huge black beard. Yet few know his name or the part he played in making photography a vital phase of our daily lives.

André Adolph Eugène Disdéri, single-handedly, created an immense demand for photographs that swept Europe, crossed over to England, and finally reached America at the time of the Civil



Interior of photographic studio in Disdéri's time presents startling contrast to commercial studio of today. Note curtain to left, which was opened to admit light when camera was in use. Head clamps to the right helped subject to retain rigidity of pose necessary in long exposures. Oblong object in foreground is camera which made cartes de visite.



Cartes de visite camera was set upon heavy wooden tripod. Side doors opened to permit focusing. This camera was equipped with four lenses, used wet plate.

Victor Emanuel II, the first king of a unified Italy, was but one of many royal personages to sit before Disdéri's lens.

Albumen printing-out-paper used by Disdéri 80 years ago for this portrait of Rosa Bonheur still retains original qualities.

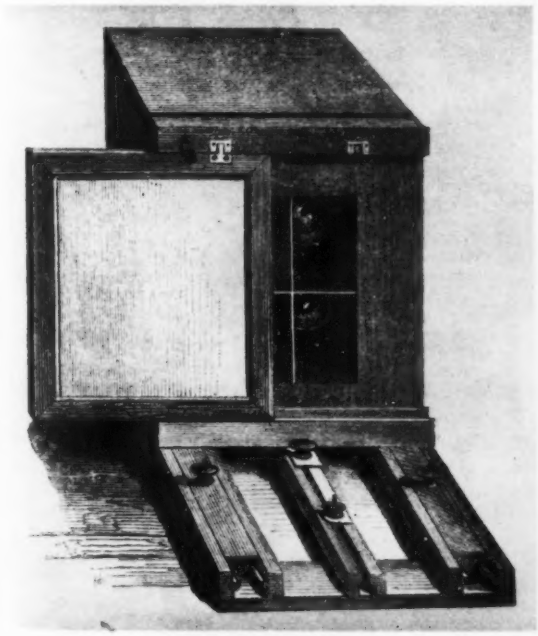
Patronage of this fashionable gentleman, Napoleon III, made Disdéri and cartes de visite a success over the world.

War. Previously the only type of camera work that had any popular sale was the daguerreotype. Disdéri settled, once and for all, that photographs "were here to stay." As one of the first "society" photographers, he established a style of portraiture that is still the basis of studio work for naturalness of "pose," careful lighting, and simple but excellent composition.

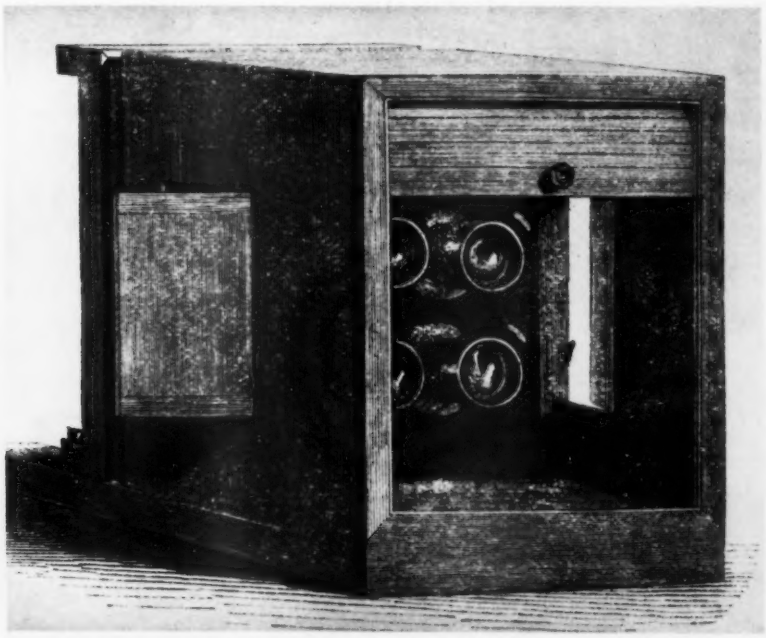
Recently a collection of his photographs, made more than eighty years ago, was discovered in an old family album. They are extremely rare, for comparatively few of his photographs still exist. Because albumen printing-out-paper was used, the photographs have not faded and are as brilliantly clear as when first made. It is impossible to estimate how many more of his photographs may be uncovered in America. A search through second-hand bookstores and old albums should turn up a number since he sold thousands of prints.

Disdéri's fabulous success as a commercial photographer was launched when Napoleon III appointed him official cameraman to his Imperial court in the 1850's. Parisian society flocked up the red velveted steps of *8 Boulevard des Italiens,* where he had his studio, to sit before the same camera as their Emperor. Royalty, statesmen, artists, opera stars, actresses, society's fashionables—all were photographed by Disdéri

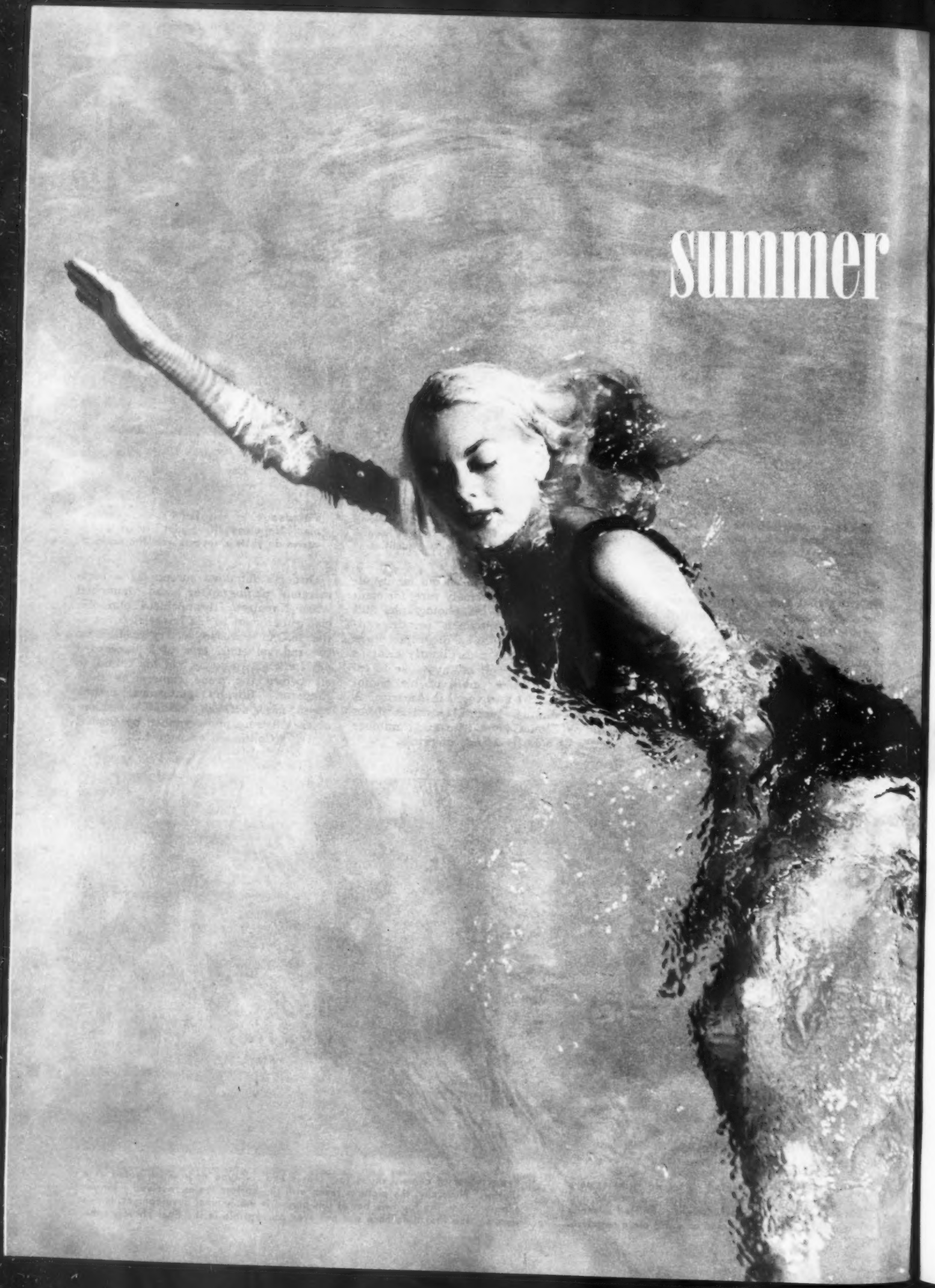
(*Continued on page* 138)



Rear view of four-lensed cartes de visite camera shows groundglass, on which image was focused, slid into position. Special attachment permitted as many as eight images to be taken on a wet plate negative.



Front view of camera shows four lenses and roll-type door which acted as a shutter. Naturally, the pictures taken with the bottom lenses received a longer exposure than the top two, but at this period in mechanical development, lenses were so slow that difference was not even perceptible in the final photographs.


summer

Pictures

A boathouse at the Saugatuck art colony in lower Michigan is the subject of a photograph by Max Tharpe. Adept use of the doorway as a frame, of the open doors, the several planes of interest, all combine to fairly cry out to the watcher, "step through, wander out in the sunshine."

ABOVE ALL, and more than anything else, summer time is camera time, the opportunity to spend those warm, relaxed days, and sunlighted hours in the out of doors taking pictures. For remember, at no other time of year are the photographic subjects so varied, the light so brilliant, and opportunities for good pictures so much within the reach of every photographer.

This selection of summer photographs has been made with the idea of giving you an opportunity to see what sort of summer pictures other persons make, perhaps to remind you of that picture you always wanted to make, but never did, to suggest a photograph that you might make.

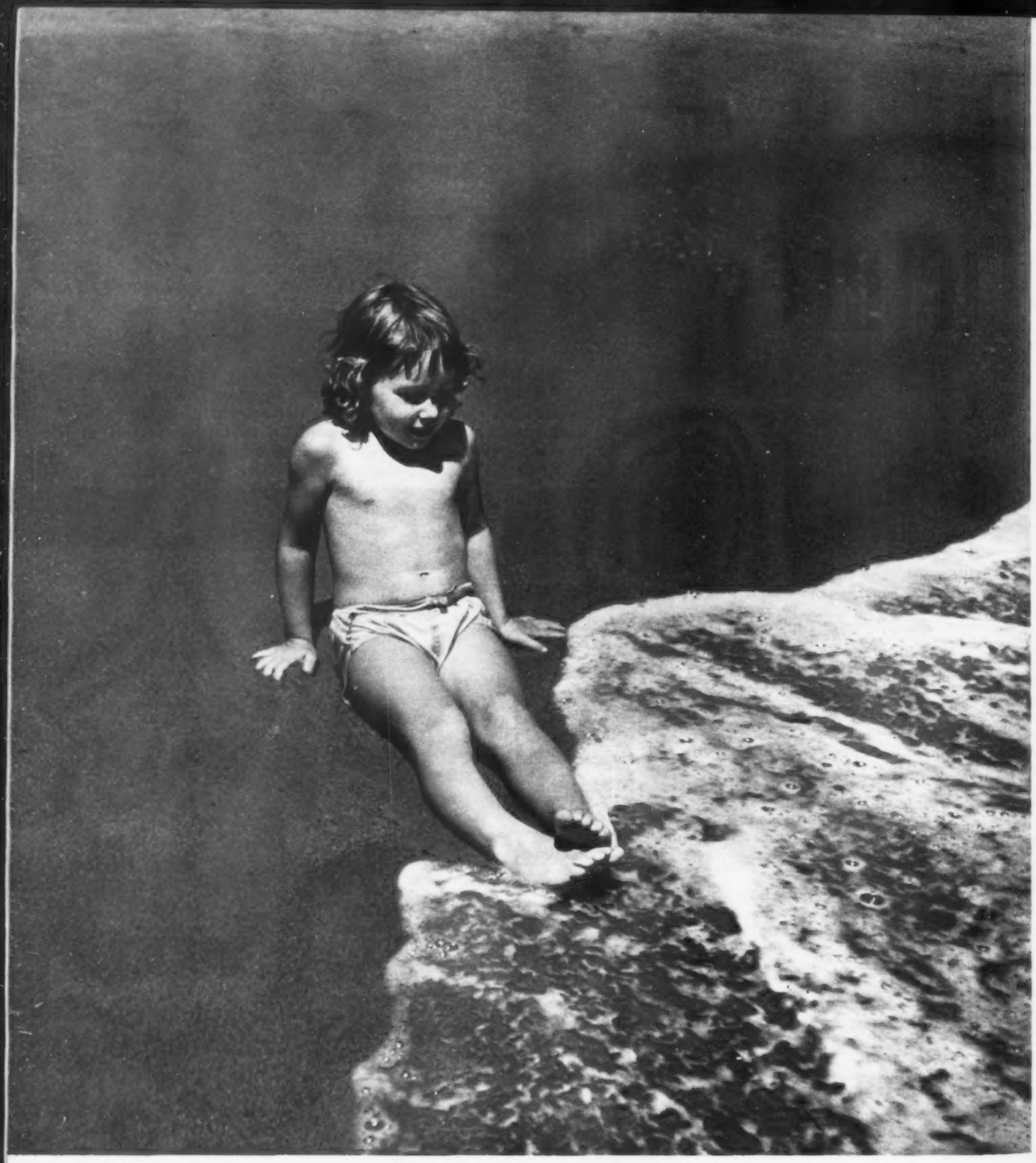
Your woods and parks, your lakes, creeks, and beaches, even your backyards can be the scene of a summer picture, for subjects are where you find them. And in the summertime, you find them everywhere.

There are only a few things to remember about summer pictures . . . take a filter, a lens shade if you have one, remember that extra supply of film for the unsuspected picture opportunity, and don't get too close to anything that bites.

So when those vagrant breezes blow, and bring the scent of another summer with them, take your camera in hand and wander off to the woods, to the parks, perhaps to the zoo, to wherever your fancy takes you . . . and remember to record on film another summer.

←

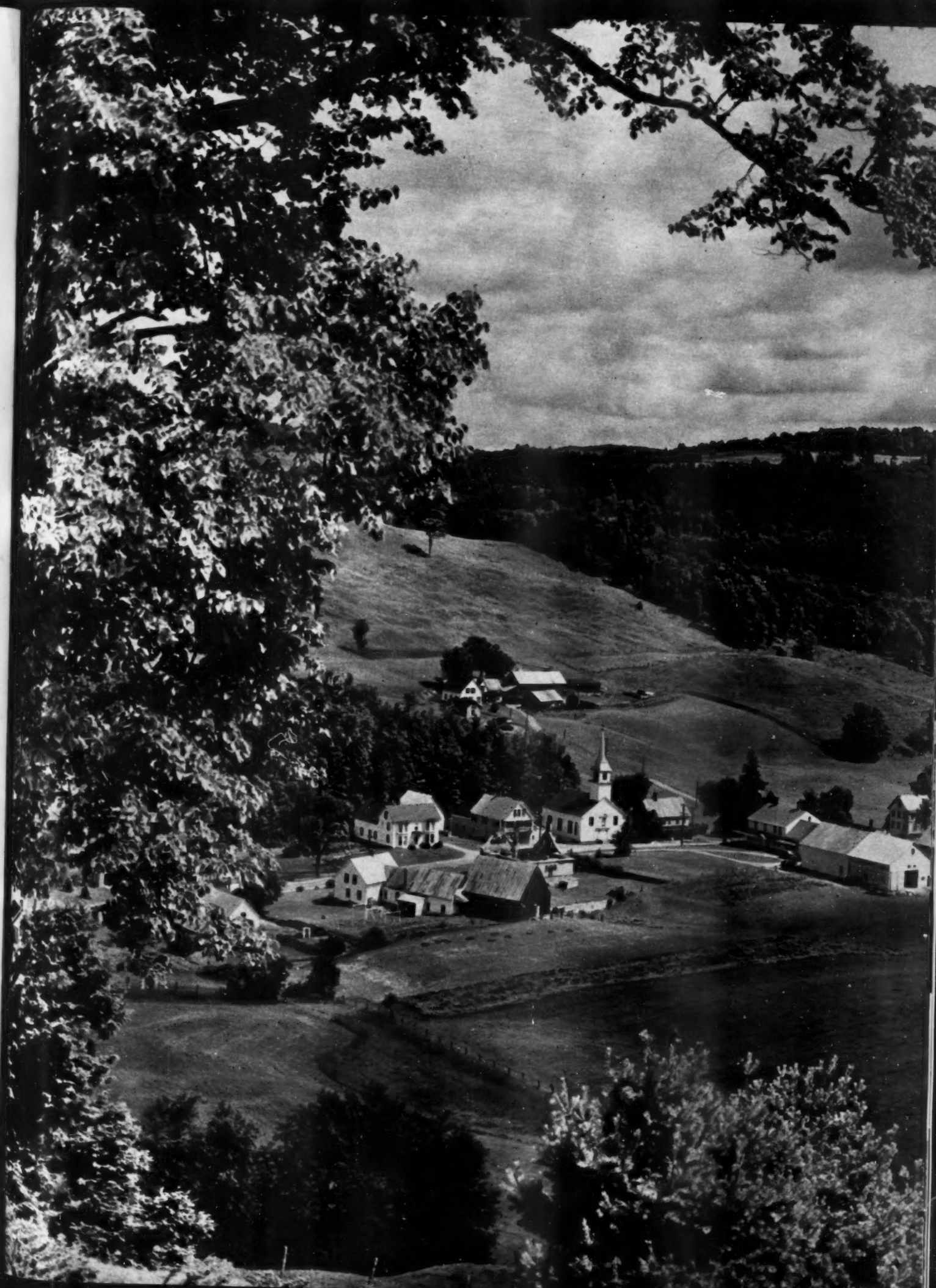
A shooting angle such as Andre de Dienes has used here with Virginia deLuce Wilson will keep your water shots undistorted, soft, and lucent.



Childhood, with its complete absorption with self, has been caught by de Dienes in this photograph. White foam serves as an efficient reflector, and helps to sidelight the child, while camera angle keeps the background simple and undistracting, serving only to set off his little subject.

→

Perhaps you'll be high on a hill one day, reflectively chewing a stem of grass, looking down on the lazy midsummer languor of a little village like this one, and musing on the wonders of the world. Photographer David Corson was, and captured the scenic beauty of East Corinth, Vermont.



Eyes shut tight against the spray, this child could well be yours. Paul D. Gamble caught a wet, happy little girl in her first rush into the warm summer water.

Werner Bischoff pictured this peaceful pachyderm. Perhaps you'll find yourself at the zoo this summer; if so, don't pass up the chance to catch any elephantine antics.

New York's Central Park is an exceedingly quiet and beautiful place on an early summer morning, as Photographer Mike Elliot has learned. His delicately backlighted photograph has depth, and texture, and a quiet luminescence.

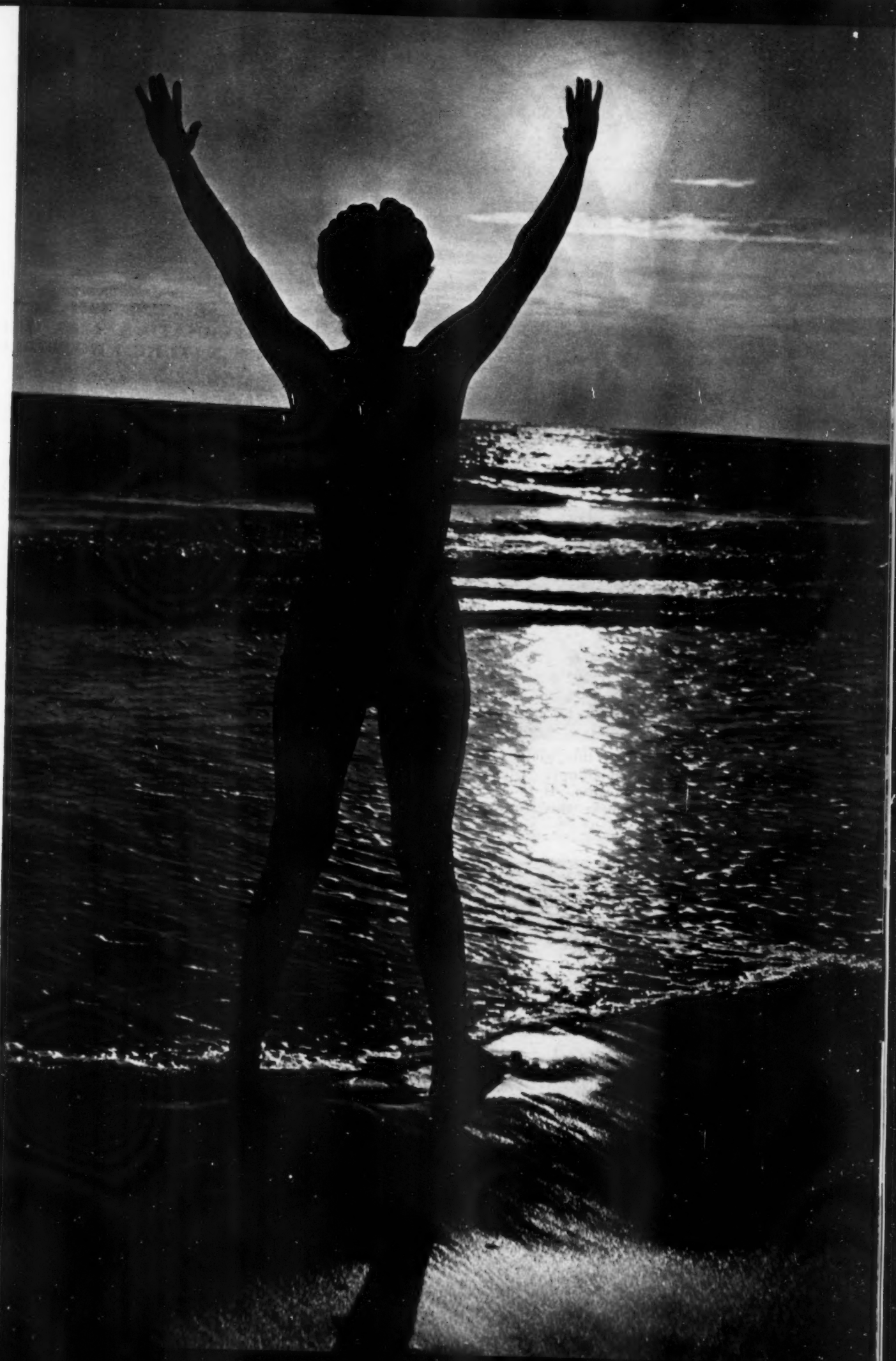
Flowers are a superb summer subject, and you'll find them in every backyard. Sprinkle them with water for sparkling highlights; keep background subdued.

Norma Jean Dougherty is outlined by sky and water in this silhouette by Andre de Dienes. If you try one this summer, don't forget to use a filter.

→

Jane Ellen Halsman, Philippe Halsman's daughter, seems happy but a trifle worried. Since her father was playmate, picture is by her mother.

tlined by
ouette by
one this
a filter.



Fred V. Sampson titled this picture of a translucent-topped bunny, "Big Ears," and with good cause. It took patience and care to make this shot.

SECOND CHICAGO INTERNATIONAL EXHIBITION OF NATURE PHOTOGRAPHY

The photographs on these two pages are only a few of the many magnificent nature pictures hung early this spring in the Chicago Natural History Museum. As stated in the introduction to the catalog of that exhibition, these pictures, and the others hung, are proof again for the photographer that there are "pictures" in nature, and that natural science subjects can be photographed factually, have good technical quality, and yet be pleasing as pictures. These photographs should certainly awaken in you the fact that in the summer, some of your best photographic subjects will be found at the shores, the woods, and parks.

Three Little Tails is by Hobart V. Roberts. The three baby raccoons were lured on a branch by painting it with condensed milk, then quickly snapped.

Sea Gull was the submission of M. J. Burelbach. It was made at a Florida beach where birds will take food, but only in flight.

This gopher which can hardly believe its own eyes was photographed by J. J. Gerard, in a vacant lot in his own home town.

Carl Mansfield, who has gained fame by his photographs of youngsters at work and play, calls this, "Big Splash." Water in motion can give pictures a vivid sense of life.

SHOTS like this show what color can do. "What are you waiting for, then?" It's a good question unless you work in color as well as black and white. All about you there's a world of eye-catching, breath-taking, soul-satisfying color... and there's a Kodak color film for virtually every camera. Exposures are so easy that simple directions or a Kodaguide costing a few cents will handle them for you. Kodachrome Film for miniature, home-movie, and sheet-film cameras... Kodacolor Film for roll-film cameras ... new home-processed Ektachrome Film for use in cameras that take sheet film... ***IT'S KODAK FOR COLOR***

Kodak

BULLETINS

NEWS OF KODAK PLANS AND PRODUCTS

See your Kodak dealer

KODAK products are sold through Kodak dealers, any of whom will be glad to complete the descriptions of Kodak products which are mentioned in these pages. Usually, too, they will give you opportunity for firsthand inspection of the advertised items.

And in matters of general photographic information your Kodak dealer will be found to be well and soundly informed.

More Than Meets the Eye—A good camera case must, as the designers say, be functional; it must be handsome and serve handsomely. To achieve its purpose, and return full value for its cost, it must be properly designed for the camera, must be made of good materials, and must be put together to stand rugged wear.

Here—to help you buy wisely—are a few notes on how the leather cases for fine Kodak cameras are made.

First, the materials. All leather is top grain, from the Grade A sections of whole hides. It must pass rigid tests in the chemical laboratory of Kodak's Camera Works—tests for crocking, bending, scuffing, fading, aging, "spewing," embossing, acidity. It must meet specifications for color, gloss, grain, and thickness. Only if it passes on all these and numerous other counts is it considered worth putting into a Kodak case.

Other materials—metal fittings and inserts, thread, corduroy Kodacloth, and the leather-grained Kodadur commonly used for linings because it is more scuff-resistant than genuine leather—must pass similarly exacting specifications or tests.

Design and engineering are conducted by a special section of the Kodak Camera Works—with access to techniques and machine facilities not common in ordinary leather-working shops.

Examine a field case for a fine Kodak camera—the Kodak Reflex, for example—and you'll easily pick out the superiorities of design. Note the front panel insert—a sturdy box-like section, not built up by stitching several pieces of leather, but smoothly die-formed in a hot press from one piece of fine leather. Feel the rigidity of the main case; between the lining and outer leather there's a rust-proofed steel shell, 25/1000 of an inch thick, for permanent sturdiness and added protection to your camera. There are similar metal inserts in other Kodak field cases—wherever cut-outs or other structural features indicate the desirability of extra support.

Some features of assembly are less apparent—but are important in the life of the case. Adhesives for linings and covers are thoroughly tested before use. Important seams are both glued and stitched. Seam ends are back-stitched or locked by hand whenever the seam terminates at a point of strain.

The net result is a case worthy of a fine camera; a case that will yield service and protection beyond its cost. Kodak makes more than twenty types. Your Kodak dealer can show you, or obtain for you, the model you need.

Direct Positive—For miniature camera enthusiasts, Kodak supplies a reversal-type Kodak Direct Positive Panchromatic Film, 35mm. and Bantam. Processed, it yields sparkling black-and-white positive transparencies, very fine-grained, and of a contrast suitable for projection. This film is slightly faster than Kodak Plus-X Film, both to daylight and artificial light; the price is slightly higher. The Kodak Direct Positive Film Developing Outfit is priced at $2.75.

No Guesswork—Do you ever pause and wonder if your stock solution of developer has died of old age and oxidation? Best way to end that is to step over to your Kodak dealer's and get a dozen 5-cent Kodak Universal M-Q Developer packets. With those, there's no guesswork;

you mix the developer in a few seconds when you need it . . . you mix only what you need, usually just 5 cents' worth . . . and after use, you throw it away.

Using Kodachrome—Kodachrome Film should not be left in the camera for long periods after exposure. With undue delay, the latent image on the film intensifies . . . and the final positive transparency appears overexposed. Plan your shooting, and try to finish the roll within the week after you take the first picture.

Watch expiration dates, too. All films change in sensitivity with age; but in multilayer color films, the layers tend to change at different rates. Over-age film will yield an image, but the color balance doesn't match that of fresh film.

And guard against the temptation to mix daylight and artificial light when you shoot color indoors. Even where daylight from a window can be balanced with blue Photoflood or Photoflash lamps, exposures are difficult to calculate. It's better to draw the shades, and use regular flood or flash with Kodachrome Film, Type A.

Negative Files—Orders for the new Kodak Negative Files are ahead of the production rate, but many Kodak dealers are now receiving some of the $2\frac{1}{4}$ x $3\frac{1}{4}$-inch size. These handy, book-type files are individually boxed, hold 100 negatives each, have an index in the front, and are priced at $1.50.

Christmas Greetings—There are two ways to look at the annual Christmas greeting problem: early, and late. The wise and early are already ordering 2X and 3X Kodachrome Prints for that extra-special greeting list of a dozen or so names. And, if the trend which started last year continues to accelerate this year, they're none too early; there will be a jam of orders for Kodachrome Prints in the month or two before Christmas.

The virtue of a Kodachrome Print—like any personal photographic greeting—is that it is both a greeting and a gift; and, as such, the solution to many a Christmas dilemma. Better pick out that transparency now, see your Kodak dealer, and get your order on its way.

Record That Number—Do you have a record of the serial number or lens number of your camera, filed so that if the camera is lost you can report it properly . . . and can identify it accurately when found?

If not, attend to it now. With cameras still scarce and in demand, the threat of theft and the difficulty of replacement are both greater than normal. In case of loss or theft, report the number to your Kodak dealer and to the police. Your dealer will report to Kodak, and Kodak will alert other dealers; and the police may find the camera if it turns up at a pawnshop or secondhand store.

Incidentally, that camera number has a special value if you're taking a vacation trip outside the United States. Record it with the customs authorities both here and in the country you visit, and obtain a certificate or other evidence of possession. That will eliminate any question of import or export duty.

Hot Weather Processing—Warm weather brings special problems in film processing. If your darkroom runs a fever in the summertime—or if water temperature tends to get out of control—you'll find it wise to keep a supply of Kodak Hi-Temp Hardener on hand. It's used before developing, to insure maximum protection of films and plates when temperature is higher than recommended; also before reduction or intensification, and whenever a hard, resistant emulsion is needed. Package to make one quart is 55 cents; to make one gallon, $1. Replenisher is also available at the same prices.

Use Film Wisely—This summer, every inch of Kodak Film that can be produced will be in demand. Use yours with care—and remember that any film you waste represents lost pictures that somebody might have enjoyed. Select your subjects critically, appraise range and viewpoint judiciously, watch points of technique such as precise focusing and framing, and compute your exposures accurately instead of shooting two or three extra frames "just to be safe." Make every shot count. You'll get as many good or better pictures . . . at less cost . . . and there'll be more film left for your friends and neighbors—a better break all around.

Prices subject to change without notice.

Accurate—and Uniform

SINCE 1909, Wratten Filters have been the world's standard.

These filters excel on four cardinal counts: variety of types, accuracy of absorption and transmission, reproducibility of characteristics, and optical precision.

Wratten Filters are made in gelatin sheets, with organic dyes of great purity and brightness. These dyes permit a range and precision of control unattainable in tinted glass. More than 100 varieties of filters are made—either as gelatin sheets, or as gelatin sealed between disks or squares of optical glass. The exact orienting of two sheets of matched glass—so that each helps cancel out any "optical wedging" of the other—yields a degree of optical precision rarely achieved in a single piece of glass.

The sealing medium is moisture-resistant, fungus-proof butylmethacrylate—a modern thermoplastic cement used to seal the glass-to-glass surfaces of fine military lenses. After assembly in a press which establishes optical parallelism, the cement is polymerized—so that the glass, gelatin, and protective metal retaining ring form a rugged, permanent unit.

For use with Kodak Combination Lens Attachments, a score of popular filters are supplied in metal rings—to fit lenses from $\frac{3}{4}''$ to $2\frac{5}{8}''$ in diameter. Despite their superiority, costs of Wratten Filters generally range lower, size for size. Monochromatic and spectroscopic filters, color-compensating and differential color filters, are supplied to fit the special needs of color workers, engravers, science, and industry.

Wratten Filters are made only by the Eastman Kodak Company, and are sold only through Kodak dealers.

Above, Wratten Filters in metal cells, to fit Series VI Combination Lens Attachments, and the new Series VI case, to hold four filters, lens hood, and adapter ring.

Kodak

"One Rainy Afternoon" *BY HARRY GARFIELD . . . MANHATTAN CAMERA CLUB*

KODAK PLUS-X FILM has adequate speed for most action . . . fine grain for small negatives . . . plenty of brilliance for the larger sizes. Rely on it for unusual situations . . . rainy-day shots, morning mist effects, high-key work.

Plus-X provides a wealth of tones . . . feathery grays, tar blacks, ash whites. Subtle and exact . . . smooth for portraits . . . spirited for landscapes . . . no wonder it's a favorite with advanced amateurs . . . Eastman Kodak Co., Rochester 4, N. Y.

First step to a finer picture . . . the right Kodak Film

Kodak Verichrome (rolls, packs)—fast, orthochromatic. For general outdoor use, and for Photoflash photography.

Kodak Super-XX (rolls, packs, sheets)—fast "pan" film for difficult outdoor pictures, also Photoflood photography.

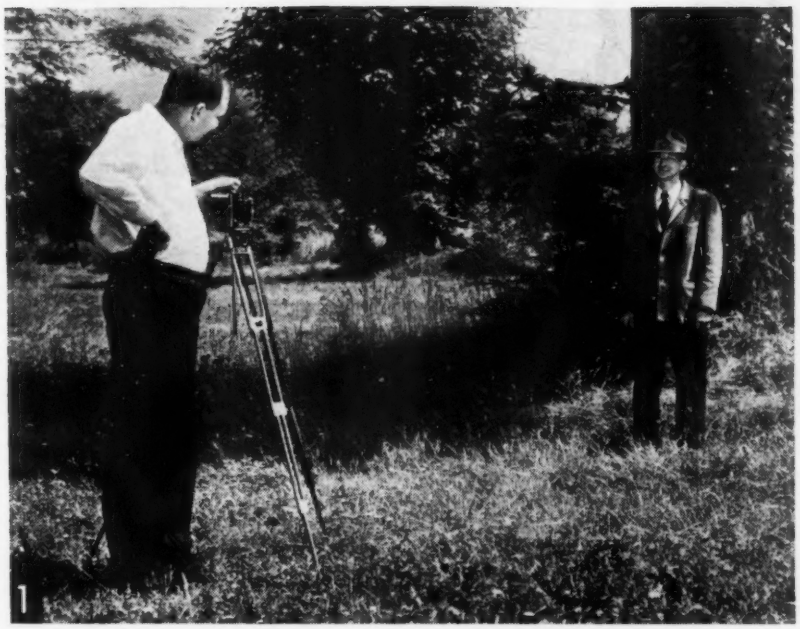
Kodak Super Panchro-Press, Sports Type (sheets)—Kodak's fastest. For the toughest ones, on the fly, in poor light.

Kodak Super Ortho-Press (packs, sheets)—a fine, fast ortho material. Excellent for flash shots of near-by subjects.

Kodak

HOW TO KEEP YOUR HORIZON LEVEL

by Eric Wahleen



It is easy to set up your camera when the ground is level and trees grow straight up. You can line it up with horizon or tree trunks, as you prefer.

I ONCE READ a book on photography and it said, "In many cases the photographer will have to use his own ingenuity to solve his problems." Truer words were never spoken.

Take the problem of setting up the camera to keep the horizon straight, for example. A simple way to level your camera is to line it up with trees in the background. But what if the trees don't happen to be vertical? Does one still go by the trees, or should the camera be set up level and the trees allowed to run off at an angle? If you feel that you *must* keep the trees parallel with the sides of the picture, you may find yourself working against one of the laws of nature, namely gravity.

A similar problem is encountered when you want to photograph your subject on a hillside. The horizon is always tilted if you keep the subject straight—and if you try to tilt the subject to match the horizon you may end up with a hospital bill. This doesn't mean it can't be done—if you just have enough of that ingenuity the book mentioned. A few stout ropes, a stake or two, and a heavy maul will help you solve the problem.—

CONTINUED→

When the trees grow at an angle, the problem is tougher. Is it better to line up with the trunks and forget the horizon, or to level the camera and let the trees tilt? Or should the subject be tilted? There must be a way out!

One answer is to tilt the camera to match the tree—with stake and rope to hold it securely if the angle is great.

Then, with another rope, pose the subject in line with the tree. If the horizon tilts, you can always crop it off.

If you don't like the slanting horizon you get on that hillside, bring out your trusty ropes, stakes, and maul.

Line up subject and camera with the horizon; with only a little more ingenuity you can retouch out the rope.

A Homebuilt Reflector to Lighten Shadows

Your outdoor pictures will improve if you employ this reflector as a fill-in light

By JOHN J. HORTON

FOR outdoor shooting in the summertime, a small reflector will do wonders in improving your pictures and give you results that you would think could only be achieved by lugging around assorted back-breaking equipment for your fill-in lighting.

You know that reflectors are used by photographers to catch the sun's rays and reflect them into the shadow portions of a subject in order to fill in those dark, dreary shadows that make your best girl say, "But what happened to my eyes?" Or the doting mother next door who follows her icy stare with, "But Junior really does have a face under his cowboy hat."

Yes, I know that it is practically impossible to buy a ready-made reflector, but it doesn't take much time, material, or skill to make your own in your basement workshop. As for the materials, you may find that you have most of them on hand already. Take a run down to the basement and look around. You will need a piece of plywood, four lengths of 1x2 for a frame, a little shellac and a brush, a can of Ansco Matte Stay-Flat Solution (or varnish will do just as well), and a package of aluminum leaf.

The plywood should be at least a quarter of an inch thick to prevent warping and may be any size you wish to make your reflector. I have found that a reflector 25x35" reflects plenty of light for ordinary purposes and is easy to carry on photographic expeditions. It just fits snugly and out of the way on the floor of the car trunk, leaving plenty of room for the remainder of my equipment. A larger one would be more subject to damage.

When you have your plywood, take the four pieces of 1x2 and nail them to the edges, thus making a frame. This frame is necessary to protect the aluminum leaf. If you have an extra piece of 1x2, you may want to hinge it to the back to make an easel. Now that the carpenter work is finished, you are in the homestretch. A coat of shellac should be applied to fill in the pores of the plywood, thereby insuring a smooth surface for your covering of foil. You'll have time to run upstairs for a cup of coffee, and by the time you get back, the shellac should be dry enough to continue.

For pasting the aluminum leaf to the board, I have found the matte stay-flat solution to be the easiest and most convenient. Its practicality for this purpose is that once applied it becomes tacky and stays that way, never becoming too wet or too dry. However, if this particular solution is not available, ordinary varnish though trickier to use, will afford the same result. Simply apply a coat and allow it to dry just long enough to become tacky. This should take about five minutes; then you're ready for the foil. This operation should be done in sections or you will find the varnish becoming dry before you are ready to apply the leaf.

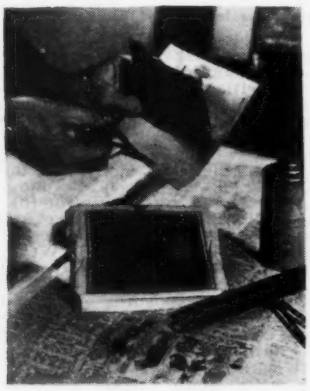
The use of aluminum leaf for your reflecting surface is recommended because, although you may have thought of gold or silver, the gold leaf will not give the

(*Continued on page* 112)

Without reflector, deep black shadows on subject's face and body hide details.

With reflector, natural light is cast on the subject to eliminate hard shadows.

First, coat plywood with shellac to provide smooth surface for the aluminum leaf.



Cut off closed end of aluminum foil so that leaf can be handled together with tissue.

Paste foil so edges overlap. Wrinkle leaf before applying to get uneven surface.

Trim straggling edges after foil has been covered with paper and flattened with roller.

TRADE NOTES AND NEWS

A MOVIE EDITOR designed with a projector-type mechanism to provide continuous action without flicker is the Franklin President Editor announced by Camera

Recessed screen shows movie in action.

Specialty Company of New York. The movies are viewed on a recessed screen bright enough to be seen in the average lighted room. The editor is of rugged all-metal construction, with crackle finish and polished chrome sprockets to prevent scratching.

A GERMAN MINIATURE of completely new post-war design—the Steinheil Cascar—recently was unveiled at an export exhibition in Munich. Surrounded by considerable secrecy, it was shown only under a glass cover. Our correspondent was able to inspect it quite closely, however, and reports that its appearance is similar to that of the Zeiss Contax, except that it is somewhat higher and incorporates a coupled photoelectric exposure meter like that employed in the pre-war Super-Kodak Six-20. The viewfinder and rangefinder are combined, and between the two windows of the rangefinder is a small groundglass under which the indicator of the exposure meter can be seen. Interchangeable lenses are provided, including a 50 mm Culminar *f* 2.8, an 85 mm Culminar *f* 2.8, a 135 mm Culminar *f* 4.5, and a 35 mm Erostigmat *f* 6.3, all with helical focusing and bayonet mounts. Other features include a focal-plane shutter, an exposure counter, a body shutter release, and a plug for synchronized flash. As yet no announcement has been made regarding plans for distribution in the United States, but it is certain that the bulk of production will be for export.

A FILM PRESERVER for still and movie positives and negatives is the new Ambolac being distributed by American Bolex Co., Inc., 521 Fifth Ave., New York, N. Y. Designed to protect the emulsion without impairing screen brilliance or color values, it comes in 2-ounce bottles which sell for $1.00.

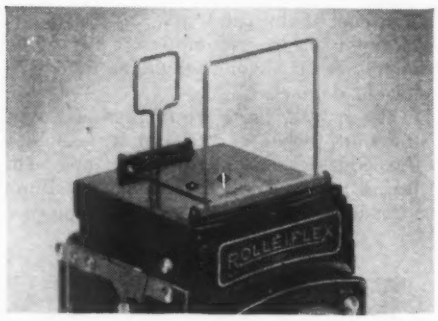
A ROTARY CARRIAGE is the outstanding feature of the new Roto-Dial Projector No. 500 just placed on the market by Oscar F.

Rotary slide carrier is fed from left.

Carlson Company of Chicago. It is designed for showing 2x2 transparencies. Of cast aluminum construction, it weighs only 10 pounds. The carrier permits insertion of slides from one side. Standard equipment includes a 5-inch *f* 3.5 coated projector lens and a 500-watt lamp.

DEPTH OF FIELD is easily determined for all cameras employing lenses of from 50 mm to 127 mm focal length with the new Vimax Depth of Field Guide. It employs a revolving dial to show which stop to use to obtain a given depth. It is manufactured by the Vimax Company, Box 137, Station H, New York 25, N. Y., and retails for $1.00 with full instructions.

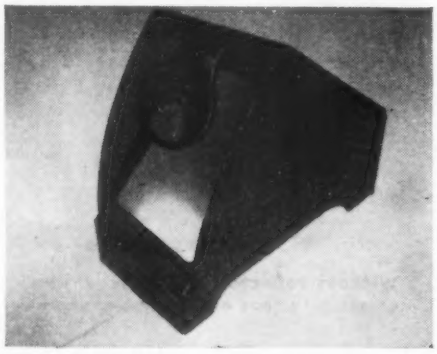
A FRAME FINDER for Rollei cameras, the folding Rolleisport Finder, has been announced by Arrowhead, Inc., 360 So. Navajo, Denver, Colo. It is designed to slip on over the hood of both new and old Rolleiflexes and Rolleicords, and remains in place when the case is closed. It does



Finder slips into place on Rollei hood.

not interfere with use of the reflex finder in the usual way. The price is $9.75 at photo dealers. Additional information is available from the manufacturer at the above address.

ACCURATE FOCUSING under the enlarger is facilitated by the Enlarging Focus Viewer offered by Dayton Rogers Manufacturing Co., Minneapolis 7, Minn. It pro-



Focus viewer with magnifier in place.

vides a 2¼x3½ groundglass image of a section of the picture. A magnifying attachment is available for critical focusing. The price of the viewer is $4.50 plus tax, and the magnifier attachment is 75 cents.

A FLASH OUTFIT for use with all cameras equipped with synchro shutters has been announced by King "Sol" Research Corp. Designed to retail at $15.00 with reflector and bracket, the "Sol" Junior Flasher will operate with such cameras as the Speed Graphic, Kodak 35, Medalist, and others with similar synchronizing shutters.

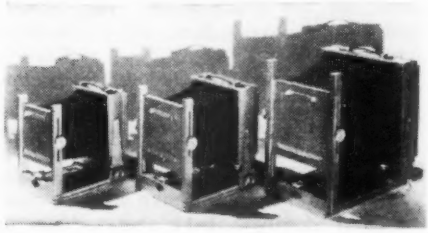
A NEW MINIATURE taking 16 exposures 2¼x1¾ on No. 120 film is the Monte Carlo Mini, distributed in this country by J. L. Galef & Son, Inc., 75 Chambers St., New York, N.Y. It is fitted with a Manar 75 mm *f* 3.5 lens and, like other Monte Carlo cameras, it has the Autocal built-in exposure calculator. The shutter provides nine speeds ranging from 1 second to 1/250 second. A built-in self timer provides 10 sec-

New miniature with exposure calculator.

onds delay when desired, and there is provision for automatic flash synchronization. The price of the Monte Carlo Mini is to be slightly less than $60.

INFRARED AND ULTRAVIOLET photography data is brought up to date in a revised book available from Eastman Kodak Company. Priced at 25 cents a copy, "Infrared and Ultraviolet Photography" will be sold through Kodak dealers.

THREE VIEW CAMERAS have been added to the Keith line of photographic equipment, Garden and Williams, 3266 West Pico Blvd., Los Angeles 6, Calif., have announced. These cameras are made in 4x5, 5x7, and 8x10 sizes, and provide ex-



Three view cameras—4x5, 5x7, and 8x10.

treme swings for both lensboard and film plane. Maximum bellows extension of the 4x5 is 20 inches; 5x7, 22 inches; 8x10, 28 inches. Construction is of kiln-dried hardwood, with gray laquer finish.

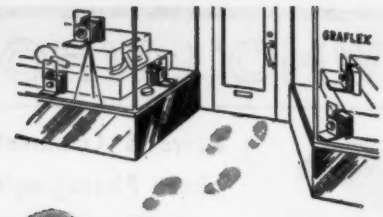
A LENS SHADE and filter holder for users of Leitz Summitar *f* 2 lenses has been announced by Tiffen Manufacturing Corp., 371 Schenck Ave., Brooklyn 7, N. Y. It will accommodate standard Series VI filters, and 39 mm glass filters. Construction is such that the shade does not obstruct the photographer's view through the finder. This new item is obtainable in photo stores at $6.00 plus tax. Additional information can be obtained from the manufacturer at the above address.

AN 11x14 MODEL of the Speed-Ez-El has just been announced by the A. J. Ganz Company, 112 No. Hayworth Ave., Hollywood 36, Calif. Like other easels made by the same manufacturer, it features all-metal construction, thumb holes for instant paper removal, automatic border production, a brilliant matte finish for focusing, and flanges for holding the paper flat. Speed-Ez-Els now are available in seven sizes, ranging from 2½x3½ to 11x14. Prices range from $1.11 for the smallest to $3.60 for the new 11x14 model, including tax. All are available through photo dealers.

TWO NEW PAPERS have been announced by Eastman Kodak Company of Rochester, N. Y. Kodak Platino, for projection printing, is intermediate in speed between Kodabromide and Opal, and is similar to the suspended Vitava Projection. It is warm toned, and takes toners readily. It will be available in three surfaces, G, P, and Y, and two contrasts, 2 and 3. In addition, it will be offered in F singleweight, contrasts 2 and 3. Kodak Athena is a contact printing paper also intended for portrait work.

(*Continued on page* 170)

THE FIRST GREAT STEP TO A PRIZE!



When you walk in to see the great new *Pacemaker GRAPHICS*—3 new *SPEED GRAPHICS* and 3 new *Crown GRAPHICS,* in the 2¼x3¼, 3¼x4¼ and 4x5 film sizes—you're taking the first big step toward getting prize-winning pictures . . . with a *Pacemaker GRAPHIC!*

NEW *Pacemaker* SPEED GRAPHIC

The last word in picture-taking . . . with 23 new plus features . . . setting the pace for honest value, functional versatility, and precision workmanship. A few outstanding features:

- **Focal-plane shutter with direct-reading governor-controlled speeds has built-in synchronization as standard equipment. (SPEED GRAPHIC only.)**
- **Infinity stops with hinged members that fold aside.**
- **Optical viewfinder with magnesium housing and full parallax correction.**

NEW *Pacemaker* Crown GRAPHIC

—a *SPEED GRAPHIC* without a focal-plane shutter.

ENTER BIG 1947
GRAFLEX PHOTO CONTEST

$5,000.00

TOTAL CASH PRIZES!

Enter pictures taken with any Graphic, Graflex, Crown, or Century camera—anywhere in the world. Submit up to 10 black-and-white and 5 color entries. Pictures must be postmarked not later than midnight Oct. 1, 1947. In case of ties duplicate prizes awarded. Get full details and entry forms from your local Graflex Dealer.

GRAFLEX INC.

ROCHESTER 8, N. Y.

Visit GRAFLEX Information Centers—at 50 Rockefeller Plaza, New York, N. Y. and 3045 Wilshire Blvd., Los Angeles, Cal.

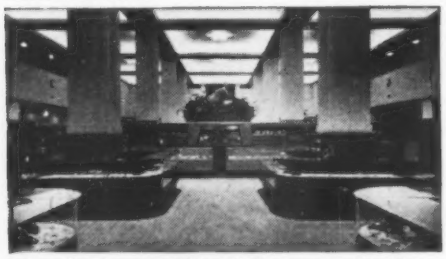
WHO'S WHO

News & Comments about Photography and Photographers

Conducted by H. P. SIDEL, director of THE SCHOOL OF MODERN PHOTOGRAPHY

● *The Life of Riley*

Which Riley? Why THEODORE E. RILEY, SMP grad and *now* proud owner of the COMMERCIAL PHOTOGRAPHERS OF DETROIT. His expert interior shot *below*



shows he *has* something to be proud of! Theodore's meteoric career is typical of many an SMPer: from foto fan . . . to foto soldier . . . to foto-studio-owner. At SMP, every effort is made to quickly coax talent out of its cocoon. It's gratifying to know that SMPers are not only succeeding—but *remembering!* Witness this sentence from Theodore Riley's welcome letter: *"It's thanks to SMP that I have my own studio!"*

● *Does-Our-Heart-Good Dept.*

I don't know—maybe it's something in our studio air . . . but when SMPers graduate, they not only take away a thorough photographic education, but a super-supply of ambition! The most glamourous job in the world fades to drab insignificance when an SMPer gets the scent on a shingle of his own. *This* month, the shingle-makers must have been working overtime! Among many other announcements, came an invitation to a tea, celebrating the opening of the ELLIOTT STUDIO PHOTOGRAPHERS of BELMONT, MASS. Host-and-head-photo-man: SMP graduate ROBERT E. ELLIOTT. Sorry we couldn't make it tea-for-two, Bob—but best luck! From way out NOVA SCOTIA comes word that SMPer HAROLD S. BAILEY has opened up a brand new modern studio, and will specialize in portraiture and commercial photography.

Once more the from-hobby-to-hob-nobbing-with-success story has been repeated! SMPer HUBERT D. McFARLAND took our fatherly advice when we advised children—photographically, that is! Hubert has opened THE CHILDREN'S STUDIO in Owensboro, Kentucky. Hubert tells us "all the camera boys thru this part of the country are always asking about SMP!" We'll be glad to give them what they want to know, Hubert—tell 'em to write!

● *Exotic Eyeful*

Talent has a way of revealing itself—even at the outset of SMP training . . . so we knew *way back when* that FRANK S. KONDREC was destined for success. A glance at his *exotic eyeful (right)* will show you that Frank's talent has been well ripened! Before Frank came to us at SMP, he spent 38 months overseas as lab technician and war photographer. Then came SMP technique supplementing and sharpening. *Now* Frank has gone into partnership with W. W. MONROE in Sunnyside, L. I. Portraiture will be their specialty . . . and you can bet it'll be *'specially* good!

● *Send for FREE BOOKLET!*

Whether its portraiture, commercial, news or industrial, there's a future for you in photography. Send for the SMP Outline of Courses. It's yours FREE. Just mail the coupon for a copy.

H. P SIDEL,
THE SCHOOL OF MODERN PHOTOGRAPHY
136 East 57th Street, N. Y. C.

Send me a free copy of SMP Outline of Courses.

Name .....
(Print)

Address P-8

NOTES ON THE PICTURE SECTION

PAGE 64

The introductory photograph in this month's picture section is certainly geared to summer's tempo, and makes one wish that he or she were there in that warm water, too. For this picture, de Dienes used a Rolleiflex, Eastman Super XX film, a medium yellow filter and an exposure of 1/300 at *f* 11.

PAGE 65

This photograph of the Saugatuck dock doorway almost wasn't made, for photographer Max Tharpe hit a quicksand swamp on his way to the scene, and had his small troubles working free. His camera was a Zeiss Ikonta C, and his exposure was 1/100 at *f* 11 on Eastman Plus-X film.

PAGE 66

Age makes no difference to de Dienes, he photographs them young or old. His tiny model is pictured on the sand at Santa Monica beach in southern California, and with no light but the sun itself. Rolleiflex, Ansco Superpan Press film, 1/100 at *f* 11.

PAGE 67

The tiny village of East Corinth, Vermont, was the setting for David Corson's superb scenic shot. Should you be tramping in the country this summer, be on the watch for picture opportunities such as this. Eastman View camera, 5x7, mounted with an 8 inch *f* 4.5 lens. Corson's film was Ansco Superpan Press, his exposure, 1/100 at *f* 22, using a K2 filter.

PAGE 68

This photograph of the spray-wet child was a prize winner in one of this magazine's contests. Titled "Acquabelle," Paul D. Gamble made it with a Super Ikonta B equipped with a Zeiss Tessar 2.8 lens. Eastman Panatomic-X film, 1/50 second at *f* 8.

That ponderous pachyderm pictured on page 68 is by Werner Bischoff, well known for his European photographs. Bischoff used a Rolleiflex, with Tessar 3.5 lens. The picture was made on Ansco Isopan film, sunlight only, 1/100 second at *f* 8.

PAGE 69

Mike Elliot is the photographer responsible for that picture of a set of twins standing against the sun, with their delicate dresses set off by the contrast of the rough brick walk. It was made in New York's Central Park with a Rolleiflex, and on Ansco Supreme film. The exposure was 1/50 second at *f* 5.6.

PAGE 70

Jozsef Nemeth is known as one of the finest photographic technicians in Hungary. Using 35 mm film almost exclusively, Nemeth has developed his own finegrain formulas and techniques. This picture of the dew-wet flowers was made with a Leica, equipped with a Summitar *f* 2 lens. Ansco Isopan film, *f* 22, one second.

The elongated composition of the photograph of Philippe Halsman tossing his daughter high in the air makes a striking picture. To take it, Mrs. Halsman used her husband's Rolleiflex, equipped with a medium yellow filter, and made the exposure at 1/500 second, *f* 5.6.

PAGE 71

Unique feature of the silhouette of Norma Jean Dougherty is the lack of highkey background. In many cases, silhouettes such as this are posed against a lighter scene, thus making the shadowy figure stand out more starkly. However, de Dienes has here created a soft photograph without any intrusive tones. He used a Rolleiflex with medium yellow filter, Eastman Super XX film, 1/100 second at *f* 8.

PAGE 72

"Big Ears" was made in the California desert, four miles north of Barstow, with a 4x5 Speed Graphic. The subject was a desert jack rabbit, and his photographer was only eight feet away when the shot was made. The translucent effect of the rabbit's ears was planned, and the photographer so arranged his bait as to force the animal into the right position for the picture. Those enormous ears are no accident, for the dry air of the desert does not carry sound well, and Mother Nature has provided Brer Rabbit with those topsails so that whatever the noise, it can be heard. Made on Eastman Super Panchro Press Film, 1/150 second at *f* 4.5.

"Three Little Tails" was made at South Lake in the Adirondack Mountains, with a 9x12 cm Kodak camera. A mother raccoon and her three young ones, ideal picture subjects, had been wandering around Hobart V. Robert's camp, and he conceived the idea of cutting off a tree limb and nailing it to his roof so as to provide a natural setting for his planned picture—should the raccoons allow themselves to be lured into view. He arranged the branch so the picture might be made from his kitchen doorway, and then spread the limb with condensed milk. This bait brought his subjects to pose. Eastman Super XX film, 1/200 second at *f* 11, with one Wabash Press 40 flashbulb for light.

PAGE 73

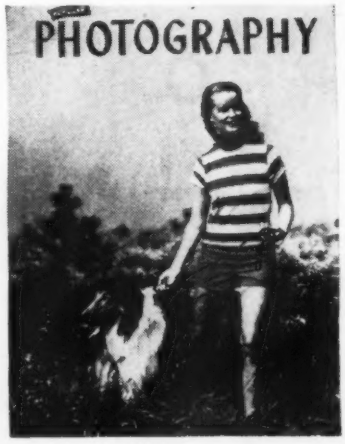
Major M. J. Burelbach, who caught this seagull on the fly, assures us that they will eat from one's hand, but only while on the wing. It was made at Clearwater Beach, Florida. Burelbach used an Ansco Speedex, 2¼ x 3¼, with a Zeiss 4½-inch *f* 3.5 lens. Ansco Supreme film, 1/500 second at *f* 8, with a light yellow filter.

That photograph of gopher and bread crumb was made by J. J. Gerard of Mason City, Iowa, with a Dollina, and on Finopan film. One of a series of photographs Gerard obtained while studying the habits of this little fellow, it was made using an arrangement of thread and bent wire which tripped the shutter from ten feet. After some thought on the photographer's part, a bread crumb was placed in the animal's view, and the gopher stayed up for a long look. Exposure was 1/100 second at *f* 5.6.

PAGE 74

Carl Mansfield is well known throughout the United States for his pictures of children at play, and all of those photographs have been made in or near his home town of Bloomingdale, Ohio. The models in "Big Splash" are Gene Klinesmith and Glen Hayden of Jefferson County, Ohio. For this shot Mansfield used flash fill-in against the sun, a 5x7 View camera equipped with a 12-inch *f* 6.8 lens, and his exposure was 1/150 second at *f* 11 on Ansco Triple S Pan.

THE AUGUST COVER



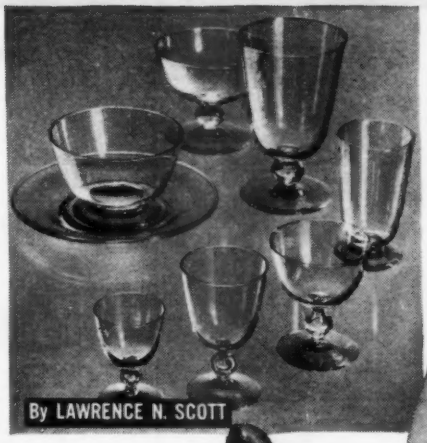
This Andre de Dienes is a photographer through and through. Faced with a pretty girl, a fine dog, and three hundred bees, he followed none of the obvious courses. He didn't try to date the girl, pat the dog, or run for cover—he just took what turned out to be this month's cover picture.

You can't see the bees, but de Dienes assured us they were there, and in none too peaceful a mood. But his trusty Graflex D must have cowed them, for model Jill Darnley completed her assignment unstung.

The photograph was made on Long Island, New York, with an 18 cm lens on de Dienes' Graflex, stopped down to f 8, at 1/25 second, and with no other illumination than sunlight. Why don't you try a shot like this some time this fall? There's no need for fancy equipment or fancy props, and if you don't want to try color film, there's always black and white.

PUT YOUR FOTO FUTURE IN KNOWING HANDS

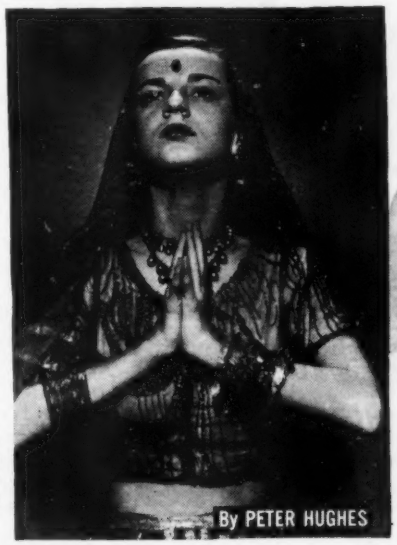
1. Photographic Success Is Like a Lovely Lady—elusive but *win*able—with the proper know-how. For many years now, camera careerists from all corners of the globe have been getting that know-how at New York's famed SCHOOL OF MODERN PHOTOGRAPHY. To SMP from Connecticut came LAWRENCE N. SCOTT, free-lance photographer. Mr. Scott's career had been interrupted by the war, and to SMP he turned for reconversion to new skills and techniques. That he is now Scott-free of any worries about his foto future is shown by the *hand*some silhouette (*right, below*) and the gleaming portrait-in-glass (*right*). Mr. Scott's returned to Connecticut now, where he plans to work for a large industrial concern as Engineering and Public Relations Staff Photographer. That's the way it is with SMP graduates—they carve impressive careers . . . in impressively short periods! Some, as Lawrence Scott, turn to industrial photography . . . some choose portraiture posts . . . others join commercial studios. Many elect to fly the flag of a studio of their own. *Wherever* they turn, success awaits, for at SMP versatility is the *rule* . . . top-notch photographers the *rulers*.



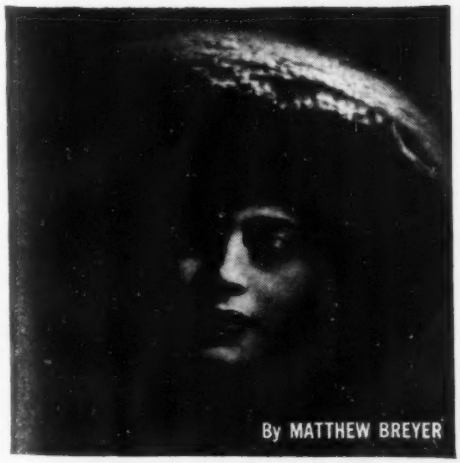
By LAWRENCE N. SCOTT

By LAWRENCE N. SCOTT

2. Photo Prayers Answered! *Oh lovely lady*, you speak well of PETER HUGHES' photo-progress. The obviously professional quality of the costumed girl (*right*) veils the fact that a short while ago Peter's photography was just for fun. *Now* it's blossomed into a happy *career*. Peter is doing very well in Pelham, N. Y., at home portraiture. Because of housing problems, however, it's soon to be *California, here he comes*. There, Peter plans a portrait studio of his own! Such rapid rises as exhibited by Peter Hughes are every-day phenomena at SMP. In ultra-modern studios, ingenuity, self-confidence and skill soon turn amateur into professional . . . professional into big leaguer. Here young and old . . . male and female . . . learn how to develop their "*snap*" *judgment* successfully!



By PETER HUGHES



By MATTHEW BREYER

3. Huge Success! Proud, indeed is SMP of a reputation so fine it draws an increasing number of professional students. Such a student was PHILIP F. PARKS, whose *giant* double-exposure job is displayed *to the right*. Before coming to SMP, Mr. Parks boasted a bright berth with a Boston studio. Then came an interesting army photo-career, including Pacific Headquarters and War Crimes assignments. *Now*, his technique sharpened . . . his talent further developed, Mr. Parks has returned to Boston where he is free-lancing while awaiting a spot with a top commercial studio. It's nice to know that so many who make their living by the lens look to SMP!

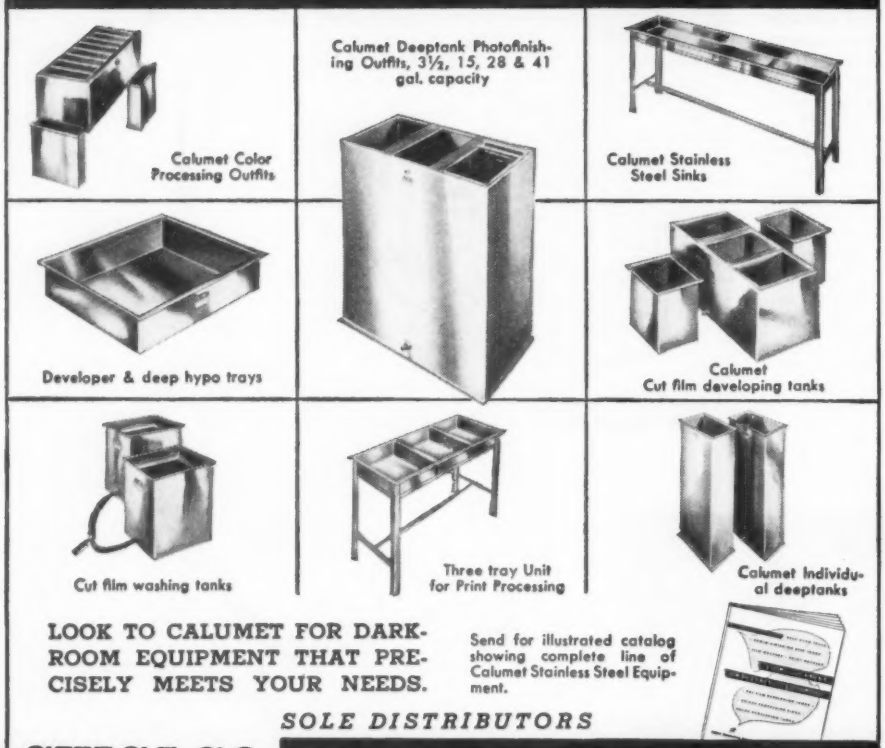
By PHILIP F. PARKS

4. Drama in Darkness—Current SMPer MATTY BREYER is the gentleman responsible for the fashion stunner (*above*). Market for such glamour shots is getting bigger by the day, and you can be sure Mr. Breyer is going to slice *his* share! *This* is not Matty's first visit to SMP. He studied with us before the war, and on the basis of what he learned, secured an army lens-post. Now Matty is back . . . demonstrating once again that SMP is endowed with the spirit that transfers casual student into professional careerist.

5. Information Please! Into this reception room have walked thousands of starry-eyed youngsters and careerists of all ages. Question most often asked: "*What about tuition fees?*" The answer is genuinely surprising, for specialized courses or complete study programs, *either day or evening*, are exceptionally moderate. Visit the School, or write for outline of courses. *Address* H. P. Sidel, *director*, Dept. P8.

MODERN PHOTOGRAPHY
136 East 57th St., New York City

You Buy Right when You Buy
CALUMET STAINLESS STEEL PRODUCTS



LOOK TO CALUMET FOR DARKROOM EQUIPMENT THAT PRECISELY MEETS YOUR NEEDS.

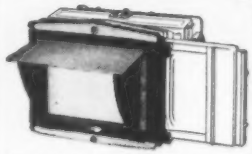
Send for illustrated catalog showing complete line of Calumet Stainless Steel Equipment.

SOLE DISTRIBUTORS

CHICAGO CAMERA CO. 2324 SO. MICHIGAN AVE. CHICAGO 16, ILLINOIS

New **"MICO" SPRINGBACK**
Makes a PRESS CAMERA of your pack-type camera

The ORIGINAL Springback!



Enables you to use graphic type **double cut** film holders in your pack-type camera. Sharp detail assured by ground glass focusing. **Springback** is attached like original single holder. Double film holder slides under hooded, spring-attached, ground glass focusing panel. No need to remove ground glass back each time. Easy to install and use. Comes complete with hood and ground glass.

CHECK THESE FEATURES:

- √ All-aluminum die-cast body
- √ Lightweight, rugged construction
- √ Long-life heavy duty springs
- √ Positive action, accurate focusing
- √ Hinged panel door
- √ Built-in focusing panel
- √ Fits most types of cameras
- √ Satin-finished ground glass
- √ Beautiful design and construction
- √ The most for your money!
- √ Mico is the *original* Springback on the market!

Compare with others, but insist on Mico for the best!

2¼x3¼ for 6x9 cm cameras..... $12.50
2¼x3¼ for 9x12 cm cameras..... 13.75
3¼x4¼ for 9x12 cm cameras..... 13.75
tax included

Specify size and enclose check or money order

See it at your dealers or write direct

MICO PHOTO PRODUCTS CO.
119 South Dearborn Street • Chicago 4, Illinois

here's a neater INVISIBLE WAY to MOUNT your PHOTOS

CAMERA FANS!

Here's the quicker, more modern way to mount your snapshots. . . . Eureka Mounting Stickers permit a neat, invisible mount . . . no corners to scrape off when pages are turned . . . no fussing to line up the four corners.

Eureka Mounting Stickers are gummed on both sides. Come in perforated sheets, bound in convenient, compact books. Each 10¢ book contains 800 stickers . . . enough to mount 200 photos.

Ask for Eureka Mounting Stickers at your favorite camera store, 5 & 10¢, stationery or department store. If your dealer cannot supply you, send 10¢ direct.

EUREKA SPECIALTY PRINTING CO.
Stationery Div., Dept. P, Scranton, Pa.

Beachcomber with A Camera

(*Continued from page* 46)

lection. Mother Nature has distributed her cast-off toys with a large and lavish hand, and where anyone may find them and play at imaginative photography. All that one needs to find these bizarre fragments of our world wherever he may walk is an observant and imaginative eye.

The degree to which a photographer succeeds in making something exciting out of the strange, beautiful, or weird objects described and illustrated here depends entirely on his imaginative faculties. This type of picture needs more than just documentation if it is to be more than merely a record of a decaying crab or shell or fish. Before we even start arranging things we have to have an idea and a plan, and have to know what we want to say. Take, for instance, a handful of dried shark eggs which are abundant all along the Atlantic coast. Spread them on a table and take a look at them. What do they resemble, what do they remind you of, what are their main characteristics? Can you see that life-like quality induced by their weirdly curving horns (which these eggs used to anchor themselves to sea weeds while they were still in the ocean); can you imagine them as ant-like intelligent insects from Mars gesticulating with their antennae; can you see them standing on their hind legs wildly weaving their arms in the air, or see them marching in columns over the sand—attacking, killing, and eating the slow and cumbersome crabs? Can you imagine them to have a fierce life of their own?

Or take a look at some shells of the very common Jonah crab. Don't they resemble heavily armored tanks? Especially the broken ones, the ones with gaping holes found half buried in drifting sand, in a graveyard of burned out shells, legs, and claws which thrust desolately upwards to the sky?

Try to get this feeling of death and desolation in your picture by turning the shells on their backs, burying them partly in the sand, emphasizing the holes in their sides, lighting them with slanting side-light suggestive of the last rays of the setting sun.

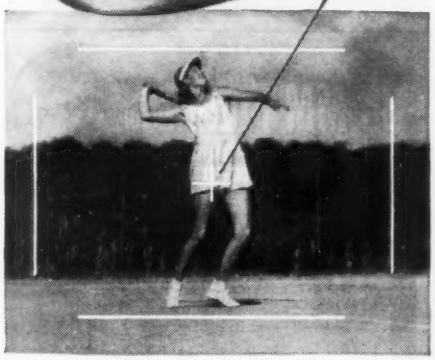
Overcome your natural aversion and pick up some of the desiccated fish you frequently find after a storm. In most cases they are already dry and won't smell. What fascinating objects for the camera! Just look at their mummified heads and observe their different expressions, funny, tragic, horrifying, macabre, fierce, or cruel. Notice the stupid and cow-like physiognomy of blowfish with parrot-like beaks, the murderous look of the shark, the nightmarishly cruel mouth of the skate.

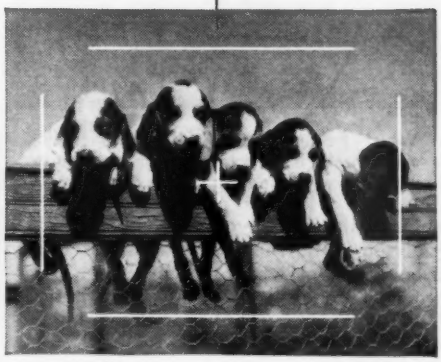
Try to capture such expressions in your pictures by means of dramatic lighting and clever angle of view. You have to play with your objects, to experiment, to create. You alone are the judge.

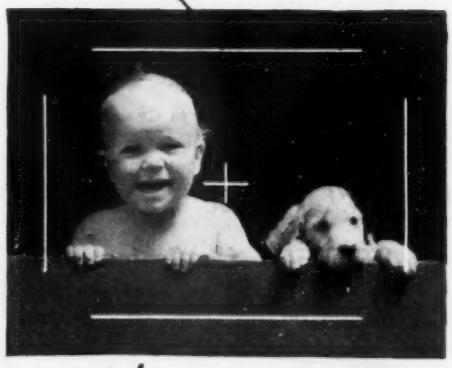
When building up one of these surrealistic tabletop settings I usually follow some idea that has occurred to me at one

Markfinder .. another Argus "First"

.. gives a picture preview in the New argus 21







Faster! Precise aim is what you must have for speed shots, and precision is just what "Markfinder" gives you. With the Markfinder guides, the lines appear to be projected on the subject itself.

More! Because "Markfinder" covers 25% more area than your finished picture, your framing becomes more expert. Automatically you adjust your Argus Model 21 to preselect your best composition.

Exactly! You see exactly with the "Markfinder" because you see eye-to-eye with your camera. Guide lines mark off for you the actual area that will be included in your finished picture; help you make good shots better-

"MARKFINDER" is the newest Argus development—adapted from a battle-proven Navy gunsight—to give you better pictures every time.

You get hairline accuracy with "Markfinder" (available only on Argus 21). This precision is made possible through the use of center cross-marks for aiming and a guideline border for framing.

Aiming with "Markfinder" is quick. It's easy. You can't miss. The center cross-marks line up your subject fast—and keep you with it. Then your guideline border sharply frames your picture exactly as you want it. Furthermore, you get a wide area outside the guideline border to permit quick correction for ever-better composition. All this, remember, *before* you click the shutter!

Now, with "Markfinder," you see your image centered! You see it level! You see it all! And that's the way your finished picture appears.

See your favorite photographic dealer now, and ask him to show you the new Argus Model 21 equipped with this amazing "Markfinder."

*TRADEMARK

Markfinder

Now for the first time a 35 mm. camera is available equipped with a Markfinder showing you MORE field than your lens will take. Cross-marks at the center and guide lines at borders help preselect the best composition of your actual picture. Now you can frame, compose and shoot your 35 mm. pictures FASTER and be sure of better results — thanks to Markfinder!

ONLY ARGUS HAS THE MARKFINDER

argus

ARGUS INCORPORATED • ANN ARBOR, MICH.

Collecting Places is our HOBBY!

Magnificent WESCO Kodachrome COLOR Slides

"Couple of years ago we bought a few WESCO Color Slides to fill in our vacation shots. That's when we got the bug! Now we watch for each new WESCO series to add to our collection of world's wonder spots."

Hundreds of Subjects to Choose From

Every one a photographic gem by Mike Roberts and other topflight camera artists . . . Crystal clear through viewer or projector. Each slide 50¢.

PERFECT for Projectors!

Wesco 35mm slides in 2x2 Readymounts are generally reduced from 5x7 originals, resulting in unusual sharpness and brilliance.

WESCO STARTER SETS
6 slides, 3-dimension effect viewer . . . $4.95
12 slides, Chromat-O-Scope viewer . . . $9.85

Collecting Places on Color Slides is a fascinating Year-Round Hobby!
At better camera stores everywhere

SEND TODAY for FREE list of WESCO COLOR SLIDE subjects.
NAME
ADDRESS
WESTERN MOVIE SUPPLY COMPANY
2016 Rosenstock Bldg., San Francisco 8, Calif.

Wesco *The Most Beautiful Color Slides in the World!*

time or another, often very long ago, perhaps when I found some of my objects on the beach. I have mentioned the resemblance I see between shark eggs and intelligent insects. Such an idea, of course, usually can be realized in many different ways. For instance, in the case of the shark eggs, I visualized them as some kind of desert nomads, roving over the sands attacking the fortress of the crabs, while some sentinels stand silent guard in the background.

I get my props together—the sand, the pebbles, the driftwood—and I begin to build. Imagine you are once more a child playing with toys. Get into the

What Feininger calls his "melancholic sand shark" is an odd photograph with a repulsively fascinating type of interest.

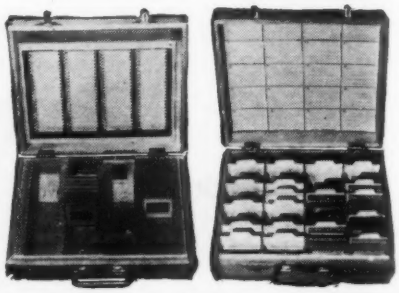
spirit of the things you play with, identify yourself with them, live and feel with them. And slowly you will forget what worried you only half an hour before. You will begin to relax and to play, to dream, to compose, and to create a small world of your own.

This kind of tabletop photography offers ideal opportunities for studies in composition, since everything is possible here. While in the majority of "ordinary" pictures at least some things are unalterably fixed, like sky and clouds, buildings, mountains, or trees in the background, scale and proportions between different objects, the sun in the sky, etc.—in this, our own little tabletop world, everything can be moved around or exchanged for something else. This permits the photographer every conceivable freedom for arranging his composition in exactly the way he wants it, and excuses are no longer possible.

He may change his background and his foreground, his sky and his lighting, make the sun shine from above or from the side or from below (without having to wait for a real sun to complete its daily round). If a piece of wood looks too big in comparison to some other object he simply exchanges it for a smaller one, and if a crabshell appears too small compared to another crab he merely puts a larger one in its place. And so on. Once again, the number of possibilities

AGAIN AVAILABLE

"DE LUXE" **"MASTER"**



- For 100 Mounted Slides or 200 Ready Mounts
- Numbered Slots for Easy Identification of Slides
- Ideal for Individual Filing

Solid Walnut, $5.45
Quartered Sycamore, $4.45

- For 650 Ready Mounts or 250 Glass Slides
- Permits Filing by Subjects—Movable Subject Tabs
- Ideal for Use with Ready Mount Changer

Solid Walnut, $5.45
Quartered Sycamore, $4.45

These Slide Files are beautiful in appearance, distinctively designed, and practical in use. Other features include: Removable Index, Flange-fashioned for Dust-proofing, and Brass Plated Accessories consisting of Handle and Catches. Because these Files quickly acclimate themselves to the temperature in which they are placed, condensation will never form on the inside. For this reason these Chests make ideal Files for Film. At your dealer or, if unobtainable, mail order P.P. prepaid, Dept. P.

Files also available for negatives, movie films, and 2¼ x 2¼, 3¼ x 4 Slides. Write for catalogue.

THE NEGA-FILE COMPANY
EASTON, PENNA.

35 MM FILM FINE GRAIN
DEVELOPED, VAPORATED AND ENLARGED

MINILABS
STILL FIRST IN 35 MM FINE GRAIN FILM PROCESSING, DIRECT BY MAIL

36 exposure roll of film processed & enlarged to 3x4 inches **$1.00**

8 exposure rolls enlarged to approximately twice negative size for only **35c**

Ask for Free Booklet Magazine, "Pictures"

MINILABS Inc.
ENGLEWOOD, NEW JERSEY
Box 485

WANT PROFESSIONAL CRITICISM OF YOUR PRINTS?
For Complete Free Bulletin . . . No Obligation . . . Write
INDEPENDENT PHOTOGRAPHERS GUILD of AMERICA
509 FIFTH AVENUE, NEW YORK 17, N. Y.

WRITE US FOR PHOTO EQUIPMENT
Nationally known new and used cameras, lenses and photographic equipment at lowest prices. Old equipment accepted in trade.
CAPITAL CAMERA EXCHANGE
Largest Stock of Cameras and Equipment in the South.
1003 PENNSYLVANIA AVE. N.W., WASHINGTON, D. C.

The new Federal

FED-FLASH CAMERA

Takes pictures indoors or outdoors . . . Day or Night! So Simple, A Child Can Use It!

$8.95

Flash Unit - $2.90

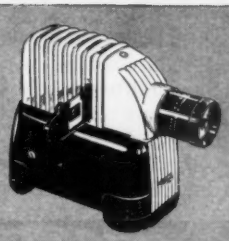
Has a fixed focus lens, a convenient shutter release that's designed to eliminate vibration and danger of blurring . . . and built-in flash synchronization. Makes 8 full-size pictures (1⅝" x 2½") on standard 127 roll film.

2" x 2"

KODASLIDE Master Model PROJECTOR

With 1000 Watt Lamp

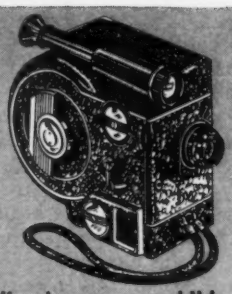
$181.00



Ideal for home projection and for professional projection in large lecture halls and theatres. Body of projector is diecast aluminum, handsome in its two shades of gray. All lens elements are luminized. The design of the cooling system and slide carrier permits free flow of air on both sides of the slide. The fan is remarkably quiet. Supplied with attractive leather trimmed "Air Luggage" type carrying case. With 5 in. Ektanon F3.5 Lens.

REVERE "70" 8mm Magazine CAMERA

$127.50



Handsomely designed and expertly built. Loading is so easy a child can do it. Change from color to black and white without loss of film. Other features include: Continuous run . . . Single frame exposure for trick shots and animation . . . New type ratchet winding key . . . Cable release socket . . . Built-in tele view-finder . . . Coated lenses . . . Five speeds.

With F2.8 Bausch & Lomb Lens.

ANSCO TIMER . . . A dependable sweep second timer with range from 0 to 60 minutes. Fine precision workmanship. Clear numerals. Has a conveniently located stop and start lever.

Special - **$5.95**

BELLOWS-FIX . . . A new product developed by the Ridol Laboratories for repairing camera bellows. Bellows-Fix seals pinholes or leaky spots. Easy to use, it can be applied with the brush supplied and dries to a matte finish.

per bottle **50c**

Willoughbys

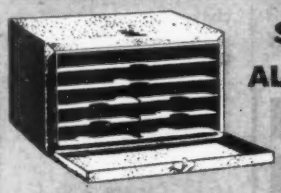
Where every employee is an OWNER interested in serving YOU.

110 WEST 32nd STREET, NEW YORK 1, N. Y.

Prices Subject to Change Without Notice

Leica Accessories

Rangefinder Filter	$ 3.15
Soft release	3.15
Sunshade for Elmar F3.5	3.39
Sunshade (folding) for Summitar F2	15.05
Sunshade for Summar F2	5.95
Lens cap for Summar F2	1.58
Cable release	2.00
Magazine	7.18
Take-up spool	2.45
Leather case for 90mm lens	6.84
Leather case for 135mm lens	7.53
Image-erecting Universal view finder	87.50
90mm Leitz F4.5 telephoto lens	115.50
127mm Leitz F4.5 telephoto lens	171.50
Leica Manual	4.00
Leica Guide	1.75
DeMornay Budd focusing reflex finder for Leica	35.00

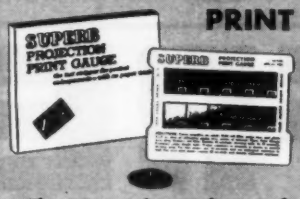


SUPERB ALL-METAL PAPER CHEST

Built to last! The ideal storage chest for enlarging and contact paper. All metal construction of heavy steel, welded and finished in gray crackle. Self-closing door with long-lasting piano hinge, closes on rubber gasket which seals out light, air and dust. Three shelves are partitioned to carry 8" x 10" paper and two shelves for 5" x 7" or smaller.

$6.75

Superb PROJECTION PRINT GAUGE



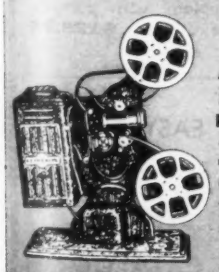
The test stripper for perfect enlargements with no paper waste. Accurate — simple to use. Determines the correct exposure for any projection print regardless of negative, paper used, lens speed or power of enlarging light. Can be used on any print from 2 x 4 inches up.

$1.10

KEYSTONE 16MM MOVIEGRAPH

Jr. Model E743

Only **$17.50**



A good 16mm Projector at a very low price. Fitted with A.C. Motor — 135 watt concentrated lamp — condenser lens — framing device — swivel for angle projection — motor rewind.

KING "SOL" FLASH GUN

A new low-priced flash gun for all cameras with built-in Synchro Shutters, such as:

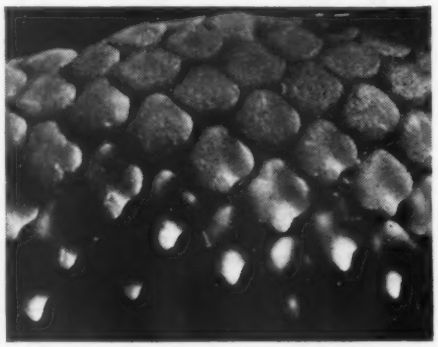
Speed Graphic, Medalist, Kodak Vigilant, Kodak 35, Kodak Reflex, and others.

Complete with Reflector and Bracket **$15.00**

for creative work is limited only by imagination and ingenuity. When finally adjusting the camera you can of course show as much or as little of your setup as you please. However, after some experience you usually will find that the less you show—or rather, the more you concentrate on only a limited part of your miniature world—the stronger the effect of the picture.

Parallels to this observation can be found all throughout photography. The closeup of a face, for instance, usually makes a stronger impression than the picture showing the whole person, and the closeup of a flower is more attractive than the shot depicting half of the garden. Once I got interested in the teeth of a skate and made a series of pictures. First, I showed practically the whole jaw; then I went closer and limited my view to only a smaller part and found that I got a much stronger picture. And finally, using a lens with a focal length of only one inch in my 4x5 camera, I shot the super closeup which clearer than any of the previous pictures revealed the intricate buzz-saw like construction of those teeth, and gave a most convincing impression of their formidable efficiency.

Technically, lighting any of these tabletop setups is very simple: A baby spot acts as the main light, while a well-diffused floodlamp lightens otherwise too heavy shadows and helps to keep contrasts within printable range. Artistically, however, producing the right kind of lighting effect may be anything but simple, and before we start pushing lights around we should be aware of the fact that any effective lighting has to serve a double purpose: First it has to show objects and textures to best advantage, and second it has to create a feeling of mood in accordance with the contents of the picture and the idea it has to convey. Objects show up best if they are properly separated from each other and from their common background, a demand which can be met most easily by means of side light or back light. To render texture necessitates the use of low, slanting light which skims along the surface of the object. By throwing extra long shadows such light emphasizes the small irregularities, cavities, and elevations which altogether produce the impression of texture. The accompanying pictures show many examples of this type of light. The position of each light can easily be determined from the direction of the shadow it produces.



Cross-lighting, in this many times magnified shot of the teeth of a sandshark, helps to reveal the contour and texture.

The mood of a picture depends on what we want it to say. A menacing and sinister impression, for instance, necessitates darkness interrupted only by a few strategically placed highlights. But the picture of a hot and arid desert needs plenty of light and only very little darkness if it is to convey the idea of dryness and intolerable heat. Examples demonstrating lighting schemes for different kinds of mood can be found in the illustrations.

When arranging any kind of lighting scheme, I always begin with the placing of the main light (here the baby spot). Only after this most important light has been arranged entirely to my satisfaction do I place the fill-in (floodlamps). Together, these two lights should create an illumination that looks as if it came from only a single source of light, which makes it all-important to avoid two sets of shadows that cross each other, or cause shadows within shadows. The only way of avoiding this very amateurish mistake is by using a fill-in that is well enough diffused (large reflector plus diffusing screen) and far enough away from the set to throw a "shadowless" light. Trying to burn out a shadow within a

IMMEDIATE DELIVERY
Graphic View 4x5 camera, with tilting base, holder, and carrying case **$130.00**
With 203mm coated Ektar f7.7 lens in Synchro shutter **$207.72**

IMMEDIATE DELIVERY
Perfex DeLuxe 35mm Camera, with f2.8 coated Wollensak, coupled rangefinder, automatic film transport and counter; built in flash synchronization; shutter speeds 1 sec to 1/1250th..... **$91.00**
Deluxe Leather Eveready Case..... **8.50**

IMMEDIATE DELIVERY
Movie-Mite 16mm Sound Projector, 750 watt, least expensive and easiest-to-run sound projector on the market. Only 27½ lbs. Packs into small, compact unit.
Complete with carrying case....**$298.15**

IMMEDIATE DELIVERY
Revere "85" Deluxe 8mm Projector, with coated f1.6 lens, 500 watt, chain-gear drive, rapid rewind, many other features **$120.00**

IMMEDIATE DELIVERY
DeJur 1000 8mm Deluxe Projector, reverse, still, cordomatic reel base, rapid rewind, powerful cooling system, gear and chain drive, 400 ft. reel capacity; complete with f1.6 coated lens and deluxe carrying case **$174.00**

IMMEDIATE DELIVERY
Keystone K-8 8mm Movie Camera, 3 speeds including slow motion; automatic footage counter with audible click; telephoto lens masks.
With f2.5 coated Wollensak **$64.50**
With f1.9 coated Wollensak **$91.50**

SEND 3c STAMP FOR

FREE
NEW 1947 DELUXE Catalog WITH A COMPLETE LINE OF PHOTOGRAPHIC EQUIPMENT FOR THE AMATEUR AND PROFESSIONAL
116 PAGES
OVER 700 ILLUST.
BLOOM'S CAMERA CENTER
1657 MAIN STREET, SPRINGFIELD, MASS.

IMMEDIATE DELIVERY
Revere "99" Turret 8mm Movie Camera with f2.8 Bausch & Lomb coated lens; 5 speeds; automatic footage counter; extra viewer for telephoto lenses **$110.00**

IMMEDIATE DELIVERY
Grover 8x10 View Camera—ideal for all studio work. Has every possible adjustment including tilts, swings, front and back. Complete with carrying case **$128.75**

IMMEDIATE DELIVERY
Automatic Rolleiflex, brand new, with f3.5 Schneider Xenar lens; Compur Rapid shutter; automatic film transport and counter. The camera everyone's been waiting for **$300.00**

SLIDE PROJECTORS—Immediate Delivery
S.V.E. Model RK, 100 watt, w/case **$35.95**
S.V.E. Model AK, 300 watt, w/case **62.90**
S.V.E. Model AAA, 300 watt with take-up and case..... **80.00**
Vokar 35mm, 100 watt, L.N..... **12.50**
GoldE Nu-Manumatic, 300 watt, blower-cooled **54.66**

LIKE NEW—IMMEDIATE DELIVERY
Clarus 35mm, f2.8 coated Woll w/case **$99.84**
Vokar 35mm, f2.8 coated, w/case **79.84**
Weston Master II Exp. Meter w/case **26.84**
Skan Exp. Meter w/case..... **11.84**
General Electric Exp. Meter w/case **23.84**
Sunray Arnold 2¼x3¼ Model D w/3½" enlarging lens..... **79.84**

EASY TIME
Payment Plan
SEE OUR CATALOG

NOW the G-E EXPOSURE METER

offers extra help for your camera!

Snap on the new G-E multiplying masks and measure

INCIDENT LIGHT

outdoors and indoors

Masks only
70¢ each
at photo dealers

Now you can also use your G-E meter to measure exposure the *professional way.* These 3 new masks let you measure incident light from 0 to 7000 foot-candles . . . determine exposure according to the method preferred by professionals and color photographers—for greater accuracy and better quality pictures.

Good in dim light, for closeups, with contrasting backgrounds, with Photofloods

And when you choose a meter to aid your camera . . . remember the G-E meter also measures *reflected light* . . . serves in the darkroom for better, more uniform prints and enlargements . . . provides many other advantages. *General Electric,* Schenectady 5, N. Y.

Type DW-58
$26.95
Federal tax included

Ask your photo dealer for the

G-E Exposure Meter

. . . it's 3 meters in One!

NOW AVAILABLE

New ASA hood modernizes earlier G-E meters (Type DW-48 and early DW-58) to give you the advantages of ASA exposure-index numbers. At your dealer's for only $5.50, Federal tax included.

GENERAL ELECTRIC

Yes, you can MAKE GOOD MONEY in PORTRAIT PHOTOGRAPHY

For a pleasant, profitable business of your own or a well-paid position, you can't beat Portrait Photography. Today's demand for high-quality, professional portrait photographs means opportunity for you as a trained photographer.

PROFESSIONAL TRAINING PUTS YOU IN THIS PROFITABLE FIELD

CAULK specialized training teaches you professional tricks and techniques of portrait photography through plenty of actual studio work. All classwork is combined with practical training in lighting, modeling, shooting, developing, printing and retouching. Everything you need to know to get a well-paid position or to open your own studio.

Photo supplies are generously furnished. Our students average 80 to 100 sittings during the course and make from 400 to 500 negatives. You learn **more** when you take **more** actual Portrait Photographs.

Veterans, Caulk is G. I. Approved.

Caulk School of Photography is approved for veterans training. Fall classes are now forming. Caulk School of Photography is co-educational.

FREE Write today for this FREE BOOKLET, "Portrait Photography as a Profession," giving full details and showing Caulk students in classroom and studio.

CAULK SCHOOL OF PHOTOGRAPHY
DEPT. A-1 3937 MAIN ST., KANSAS CITY, MISSOURI

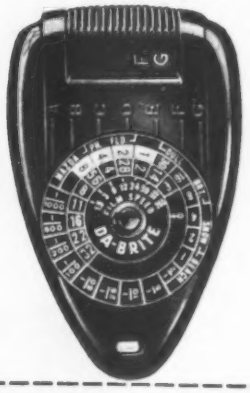
DA-BRITE

EXPOSURE METER

(Extinction Type)

Only $2.50 List

Carrying Case—$0.35



DA-BRITE MOVIE FILM

Type 12
8 mm.....$1.95
16 mm..... 4.95

Type 24
8 mm.....$2.35
16 mm..... 6.50

Type 100
8 mm.....$2.65
16 mm..... 6.75

See Your Dealer

The **MOSTOW** *Co.*
540 N. LASALLE ST. · CHICAGO 10, ILL.

—CAMERA PLACE, Inc.—CAMERA PLACE, Inc.

8mm Keystone f2.5 lens (NEW).....$ 64.50
Clarus 35mm f2.8 coated lens, (demonstration model reg. $116.50)..... 89.50
Vokar 35mm camera f2.8 coated lens (demonstration model)..... 74.50

USED CAMERAS

2¼x3¼ Thornton Pickard Reflex f4.5, 5¼" Ross Xpress lens, R.B. & tilting front, FPA & holders, complete.....$110.00
3¼x4¼ Popular Pressman Reflex f4.5, 7¼" lens, RB & FPA 89.50
3¼x4¼ Erneman, speeds to 1/1000, FPA & holders, 5¼" f6.8 lens..... 59.50
Leica III-C, f1.5 coated, Xenon, equal to new, case 375.00
Leica III-A, f3.5 Elmar, ER case, equal to new 190.00
Leica III-A, f2, Summar, ER case, equal to new 239.00
9x12cm Bee Bee Camera, dbl ext. bellows, f4.5 5¼" Skopar in Compur rim set, Kalart coupled RF & New De Mornay Budd gun. (Reg. $169.50) SPECIAL..... 145.00
Plaubel Makina 2¼x3¼ f2.9 lens, coupled RF & Heiland flash gun, roll film adaptor, FPA, complete outfit. (Reg. $350.00). 275.00

16mm MOVIE OUTFIT
16mm CINKLOX f2.5 camera (demonstration model. (Reg. $76.15)
AND
16mm EXCEL P46 Projector. (Reg. $39.95) BOTH FOR.....$95.00

NEW LENSES

Goerz Dagor 4⅜" f8 W.A. in Rapax shutter $146.50
Goerz Dagor f8 W.A. in Ilex Syncro shutter 186.25
Goerz Dagor 8¼" f6.8 in Ilex Syncro shutter 230.25

CAMERA PLACE, Inc. — CAMERA PLACE, Inc. — CAMERA PLACE, Inc. — CAMERA PLACE, Inc. — CAMERA PLACE, Inc. — CAMERA PLACE, Inc. — CAMERA PLACE, Inc. — CAMERA PLACE, Inc.

The **CAMERA PLACE** *Inc.*
101 West 51st Street (AT RADIO CITY) · NEW YORK 19 NEW YORK

shadow, or a shadow crossing another shadow, with the help of a third light, is futile and will only result in a third and even uglier looking set of shadows.

The intensities of the main light and the fill-in have to be properly balanced in order to create an illumination that is brilliant without being hard, producing highlights and shadows that later will print equally well. Since control over the lighting scheme is absolute, it offers ideal opportunities for experimentation. For instance, it is great fun (besides being good lighting practice) to arrange a setup consisting only of white or near-white objects (white bleached crabshells, white fishbones and skulls, on near-white sand), and to produce any desired degree of contrast from delicate white-in-white effects to strongest black and white merely with the help of light. The accompanying photographs contain examples for this type of technical exercise. On the other side, the opposite extreme, the combination of very light and very dark objects offers equally interesting and educational opportunities to develop or improve mastery of contrast with the help of light for the purpose of producing negatives that will make prints in which highlights and shadows are equally well detailed.

Even if for no other than these strictly technical reasons, time and material you dedicate to such efforts will not have been spent in vain. Later they will reward you generously by improving the technical quality of your every-day photographic work.—

NAVED SHOW PLANS SET

More than 1200 persons are expected to attend the 1947 Convention and Trade Show of the National Association of Visual Education Dealers, which will take place at the Sherman Hotel, Chicago, August 3, 4, 5, and 6, 1947. Detailed plans for the convention are announced by NAVED President Bernard A. Cousino.

An important feature will be the Trade Show, which will include 89 exhibits of audio-visual equipment, films, materials and supplies. Several national equipment manufacturers, including Victor, Bell and Howell, Natco, and Ampro, have scheduled their sales meetings immediately before or after the convention. The Industrial Audio-Visual Association, which includes 50 of the largest industrial film and equipment buyers, is planning its meeting to coincide. Further information, hotel reservation and registration blanks, and advance programs may be obtained from NAVED, 431 S. Dearborn St., Chicago 5, Illinois.

INSTITUTE PRESIDENT NAMED

The Institute of Design, in Chicago, has named Serge Chermayeff, as its new president and director to replace the late L. Moholy-Nagy. Chermayeff, since 1942 Professor of Architecture and chairman of the Department of Design at Brooklyn College, was at one time in partnership in England with Erich Mendelsohn. Among Chermayeff's best known buildings are the research laboratories and administration buildings for Imperial Chemical and Gilbeys in England.

You can PAY more...but will you GET more?

In every test SKAN has proved its excellence in competition with the highest-priced exposure meters in the field.

$14.95
WITH CASE
including tax on meter

• Value-wise camera owners everywhere are choosing SKAN Exposure Meter—not because it's lower in price, but because it has everything you need for making better pictures.

• Whether you're shooting black-and-white or color . . . movies or stills . . . indoors or outdoors—SKAN gives you the high sensitivity and simplicity of operation that are essential in precision photography.

• SKAN is engineered by G-M Laboratories Inc.—makers of precision scientific instruments for 21 years. See SKAN today at your favorite camera counter. For free literature write: G-M Laboratories Inc., 4272 N. Knox Ave., Chicago 41, Ill.

THE SIGN OF PRECISION

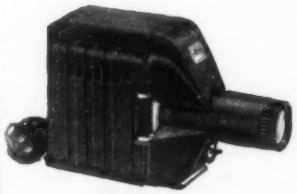
SKAN photoelectric
EXPOSURE METER
A fitting companion for the finest camera

HAVE YOU SEEN IT?

SKAN Packaged Projection!

Everything you need for perfect slide projection—in a SINGLE PACKAGE!

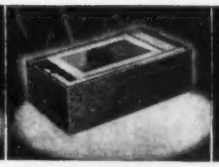
With the only 100-watt blower-cooled slide projector at a popular price.



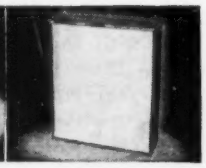
PROJECTOR

COMPLETE **$29.50** Incl. Tax

SLIDE FILE



CARRYING CASE



SCREEN

The ABC's of Enlarging

(Continued from page 60)

is to to insure even toning. With the selenium toner we can get a long range of different tones, depending on the toning time. The print first will become warm black, then a dark purplish brown, then it will turn lighter brown on the reddish side, and will end up in a light reddish brown. The most pleasing tones for most purposes are yielded by the selenium toner at the beginning of the toning time. The dark purplish tones, which we get at the beginning of the toning, are very beautiful. The lighter reddish brown tones, that we get when we carry the toning further, are suitable only for certain subjects. We have to watch the print closely during toning to be able to pull it when it reaches the tone we want. (See Figure 7.) When this happens we pull the print out of the toner and wash it in running water for ½ hour. If we are in doubt as to when to pull the print, we should pull it rather too early than too late. It is always possible to resoak the print after it has been dried and continue toning. While the sepia toning works best when the print has been fully developed in a D-72 type developer, for selenium toning we should not develop the print longer than the normal developing time—even a little shorter. Prints developed in so-called warm-tone developers (as Kodak D-52, for instance) will react very well to selenium toning. The diluted selenium toner can be used over and over again as long as it works. Keep it in a well-corked brown bottle.

Copper toning

The copper toner yields very pleasing reddish copper tones. It is most suitable for use with fast chlorobromide papers (such as Kodabromide, Velour Black, etc.). We use Ansco Copper Intensifier for copper toning, diluted according to instructions coming with it. The prints will have to be washed thoroughly before being immersed in the toner, and they have to be agitated all the time. The toning starts slowly; the first traces are noticeable in about 2 minutes. The print first will become warm black, then it will turn to a reddish copper color. It can be pulled from the toner any time when the print has reached the tone we want. If we pull it too early, we can resoak it and continue toning any time. After toning we wash the print for about 15 minutes in running water. Do not dry the print on a hot drier or let anything hot touch the print, as it will turn blue at the spots where it was exposed to heat.

Gold chloride blue toning

Finally we have arrived at the gold chloride blue toning, which is considered difficult by many amateurs. It is not difficult at all, and if we follow the instructions closely, we will have excellent results. As far as the papers are concerned, both the fast and slow chlorobromides can be used. But while the slow chlorobromides react to this toner very well, the fast chlorobromides tone slowly and only to a limited degree. Prints developed in a warm-tone developer will react better, also the prints which were somewhat underdeveloped.

First we have to make the three stock solutions of the toner:

Stock Solution 1

Water	16 oz.
Thiocarbamide	¼ oz.

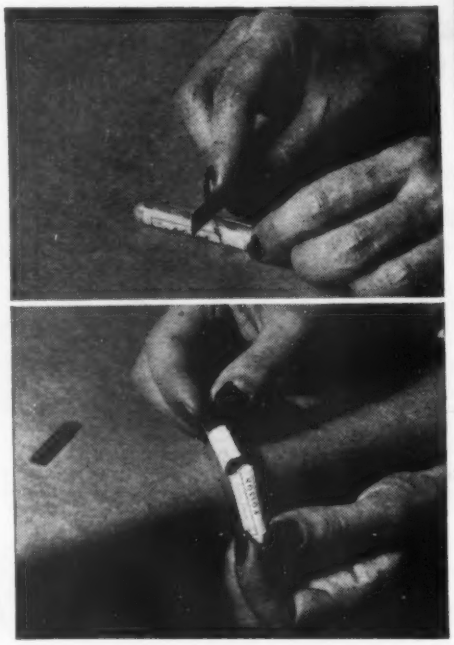
Stock Solution 2

Water	16 oz.
Citric Acid	¼ oz.

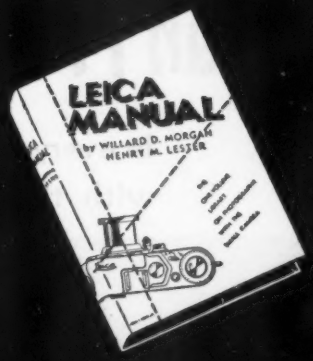
Stock Solution 3

Water	16 oz.
Gold Chloride	30 grains

Each of these stock solutions should be kept in a separate brown bottle, well corked. They last indefinitely. All three chemicals dissolve rather readily. Be very careful with the gold chloride. It is a poison, it leaves nasty stains and, last but not least, it is expensive. It comes in sealed glass tubes, and it takes skill to open them without loss or damage. The glass tube of the gold chloride made by Eastman Kodak comes with a groove already filed in it, ready to break and empty. But according to our experience, the filing is not deep enough to make the opening easy. So to open any make of gold chloride tube we take a sharp file and file a deep scratch half-way around the tube at the middle. Then we tap one end of the tube gently against the table to collect most of the gold chloride there. Holding that end downward, grabbing the two ends of the tube, we strike it against the end of the table at the spot where the filing is, but with the filed part away from the table. If we filed it deep enough the tube should break in half at the filing. If it does not, strike again a little harder. If it still does not open, file some more and try again. Once open, pour the contents into the water. To remove the gold chloride sticking to



9 **Opening a vial** of gold chloride is accomplished by filing a thin groove half-way around it (top). Then the vial is broken by striking it against the edge of a table, with grooved side out.



Latest edition. Covers all phases of 35 mm miniature camera photography. The most complete and authoritative book on the small camera. $4.00.

APPETIZERS . . .

Instruction booklets for any camera.	$ 0.25
12 rolls 620 Pan Press 1946	2.80
Measure Rite Rangefinder	7.50
Hugo Meyer Precision Rfdr	9.50
Tripod 3-section 42 inch, chrome	3.95
Leitz filters for Summar f:2 lenses	4.00
3¼x4¼ Cut Film Hangers	.75
Leica Take-up Spools	2.45
Argus Magna Slide	3.75
Albert 11x14 easel Viceroy	6.75
Time-O-Lite Master, L.N.	12.50
Franklin 8 & 16 mm. Splicers Sound & Silent	5.65
Argus Slide Light	3.20
4 x 5 cut film holder for Graphic	4.21
2½x3¼ Holders $3.85; 3¼x4¼	4.15

ENTREES . . .

Kodak Ektra f:1.9, latest, coated	$389.00
Exacta B, Tessar f:2.8	149.00
Robot IIS Biotar f:2, chrome	108.00
Robot I Tessar f:2.8	72.00
Mirroflex 9x12 Tessar f:4.5	87.00
Super Ikonta B, Tessar f:2.8	169.50
Norwood Exposure Meter	75.00
19" Schneider Xenar f:4.5 barrel, new	325.00

CHEF'S *Leica* SPECIALS

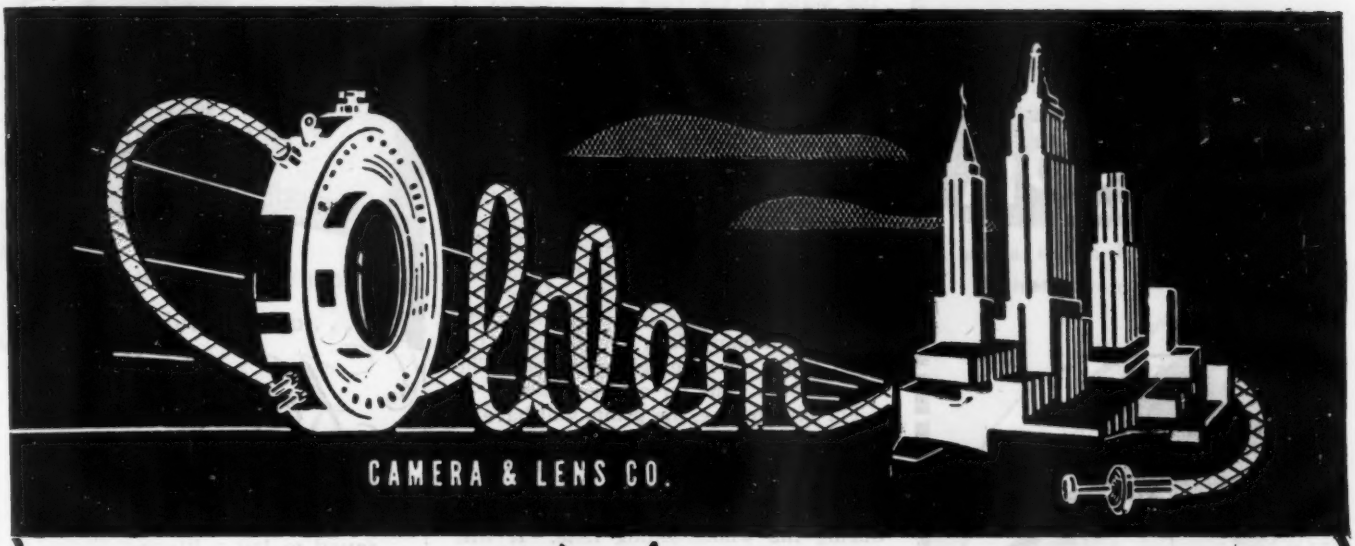
Leica Standard, Elmar f:3.5	$ 86.00
Leica "D" Elmar f:3.5	148.00
Leica "F," Summar f:2	218.00
Leica "G," Summar f:2	238.00
Leica IIIB, Elmar f:3.5	223.00
Leica IIIB, Summar f:2	265.00
Leica IIIA, Xenon f:1.5	368.00
Leica IIIC Summar f:2	288.00
Leica IIIC Xenon f:1.5	394.00
35 mm. Elmar f:3.5, W.A., coated	106.00
50 mm. Elmar f:3.5	42.00
50 mm. Summar f:2, cpld.	88.00
50 mm. Summitar f:2 for Leica	175.00
50 mm. Sonnar f:1.5 "T" coated	224.00
50 mm. Xenon f:1.5	197.00
73 mm. Hektor f:1.9	192.00
90 mm. Elmar f:4, cpld.	108.00
90 mm. Woll. f:4.5 coated, L.N.	84.00
90 mm. Thambar f:2.2, cpld.	196.00
105 mm. Meyer f:2.8, cpld.	108.00
127 mm. Woll. f:4.5 coated, L.N.	127.00
135 mm. Hektor f:4.5, coated L.N.	178.00
200 mm Telyt f:4.5 Reflex Housing	297.00
300 mm. Tele-Xenar f:5.5	189.00
640 mm. Astro f:5	365.00
Leitz Image Erecting Finder, new	87.50
Leitz Vidom finder	48.00
Sliding Copying Attachment, L.N.	38.00
Leitz Focomat Enlarger, L.N.	147.00
Leitz Flash Synchronizer VIII. Latest	63.00
New Abbey flash for Leica	50.00
Leitz Filters for Summar f:2 Lenses.	4.00
Leica Take-up Spools	2.45

DESSERTS . . .

Quickset Hi Boy lightweight Tripod	$41.00
Heiland "S" flash synchronizer for all Press & View Cameras	37.50
5 x 7 Cykon all metal printer, L.N.	10.50
Kodak 35 mm. Kodachrome adapter for 2¼x3¼ Cameras & Enlargers	37.92
Movie screen 36 x 48 tripod or in box	18.00
Albert 4 x 5 Printers	15.24
Spring back for 6 x 9 and 9 x 12 film pack cameras	14.50
Fed. Flash Camera Vest Pocket	11.85
Beacon, vest pocket camera, case	12.45
Accessory Back for Medalist I & II	40.83
Weston Master II E. R. case, L.N.	24.50
General Electric DW58, case, L.N.	21.50
DeJur 6A case, L.N.	15.50
Splicemaster Electric	29.50
Revere 8 & 16 mm. Splicer	16.50

Cameras Wanted—High Prices Paid

OLDEN



In the heart of NEW YORK CITY

MINIATURE CAMERAS AND LENSES

Contax II, Sonnar f:2	$248.00
Contax III, Sonnar f:2	268.00
Contax III, Sonnar f:1.5	338.00
28 mm. Tessar f:8	128.00
42 mm Biotar f:2, W.A. for Contax	128.00
50 mm. Sonnar f:2	84.00
50 mm. Sonnar f:1.5 coated	235.00
85 mm. Sonnar f:2 for Contax	275.00
135 mm. Sonnar f:4 for Contax	175.00
18 cm. f:2.8 Sonnar coupled for Contax	289.00
Contaflex, Sonnar f:2, case	280.00
Contaflex, Sonnar f:1.5, case	368.00
Tenax II, Sonnar f:2 latest	168.00
Retina or Welti I, f:3.5	52.00
Retina II, f:2.8 cpld. R.F.	148.00
Perfex 55, Wollensak f:2.8	58.00
Mercury II, f:2.7 coated, L.N.	52.50
Kine Exakta Tessar f:2.8 coated	298.00
Kine Exakta Biotar f:2 coated	389.00

KINE EXAKTA LENSES

4 cm. Meyer f:4.5 wide angle	$148.00
8 cm. Xenon f:2 Tele lens, coated	119.00
8.5 cm. Zeiss Sonnar f:2 coated	219.00
8.5 cm. Zeiss Triotar f:4 Tele lens	105.00
13.5 cm. Zeiss Triotar f:4 Tele lens	134.00
15 cm. Tele Megor f:5.5 Tele lens	118.00
15 cm. Dallon f:5.6 Tele lens	108.00
18 cm. Zeiss Tele Tessar f:6.3	175.00
25 cm. Tele Megor f:5.5	154.00

REFLEX

Ikoflex I f:3.5, case	$145.00
Rolleiflex f:3.5 Tessar, case, acc.	198.00
Korelle Reflex I, f:2.9, case	109.00
Korelle Reflex II, Tess. f:2.8, case	185.00
Ikoflex III Tess. 2.8	334.00
Auto Rolleiflex, Tessar 3.5	335.00

MOVIE

Cine Kodak Special f:1.9	$536.00
Bolex H-8, latest ½" f:1.9 lens, case	289.00
Revere 88 f:2.5 L.N.	54.00
Movie Mite Sound Projector L.N.	235.00
B&H Autoload Master 1" f:1.5 W.A., f:2.7 lens, 3" f:4 Tele lens, LN.	480.00
Natco Sound Proj. L.N.	335.00
8mm Keystone F:2.5 L.N.	52.00

PRESS CAMERAS AND MISCELLANEOUS

Miniature Speed Graphic with f:4.5 Ektar, Kalart R.F., Heiland flash gun, adapter, holders, acc., L.N.	$224.00
Anniversary Speed Graphic, 3¼x4¼, or 4x5 f:4.5 lens, Cpr. Kalart R.F., Focuspot gun, holder, adapter, shade, 4 filters, case	289.00
Linhoff Technike, 9x12 Zeiss f:4.5 lens, R.F., holders, adapter, case	298.50
5x7 Linhoff Box	98.00
2¼x3¼ Busch, Press Camera, Tess. f:4.5, Kalart R.F., L.N.	147.00

● *Cameras Wanted—High Prices Paid*

4x5 Brand Press View Camera, f:4.5 coated lens, Compur	$ 89.50
Super Ikonta A, f:3.5 Zeiss lens, R.F.	138.00
Minox, latest f:3.5	148.00
Plaubel Makina IIS, f:2.9, coated	315.00

PROTECTED PURCHASES

IF a Later Model replaces the new camera you have purchased from us, we will exchange the camera under our Protective Plan for the later model.

IF the price of the New Camera you purchased is reduced by the manufacturer, we will refund this difference to you.

You will receive a signed Certificate of Protection with each purchase.

35 MM. PROTECTED PURCHASES

Argus, Model C-3, latest f:3.5 coated	$ 70.33
Perfex DeLuxe, f:2.8 coated, case	98.00
Argus 21, f:3.5 coated	57.08
Clarus, Woll. f:2.8 coated, R.F., case	116.25
Kodak 35, R.F., case	89.80
Argus A2, f:4.5 coated, case	29.85
Vokar, R.F., f:2.8 coated, case	85.95
Leica IIIC, Elmar f:3.5 coated	297.50
Leica IIIC, Summitar f:2 coated	392.00
Universal Buccaneer, f:3.5 R.F.	65.00
Bolsey 35 mm. Reflex Camera, Model G, f:2.9 50 mm. lens	321.46
Bolsey 35 mm. Reflex Camera, Model H, f:1.8 50 mm. lens	469.49

REFLEX PROTECTED PURCHASES

Morton Telephoto lens for Argus & Kodak 35	$ 49.95
Ciroflex, latest f:3.5 coated, Alphax	76.98
Argoflex, latest, f:4.5 coated, case	69.63
Kodak Reflex, f:3.5, case	120.42
2¼x3¼ R.B. Graflex, Ektar f:4.5	157.50
Rolleicord IIA, f:3.5, case	165.00
Rolleiflex Automatic, Xenar f:3.5	300.00

● *Cameras Wanted—High Prices Paid*

MOVIE PROTECTED PURCHASES

Bolex H-16, 3-lens Turret with 1" f:1.5 lens and 3" f:3.8 Telexenar	$415.00
Keystone K-8, f:2.5 and case	67.00
Revere Magazine 8 mm f:2.8	127.50
8 mm. Magazine Briskin, f:2.5	98.00
Revere Turret, f:2.8 coated lens	110.00
Revere DeLuxe Projector Model 85	120.00
Revere 88, f:2.5 coated	77.50
Valette 16 mm. Projector, 1000 watt	247.50
Cinklox 16 mm. f:2.5 coated Woll.	76.15
Universal Cinemaster, f:2.5	66.65
Ampro Sound Proj. Premier 20	540.00
Bolex L-8, f:2.8 lens latest	152.50
Bolex H-8, latest ½" f:1.9 Woll.	317.00
Victor Sound Proj. Model 60 latest	468.00
Bell & Howell Sound Proj. Cordomatic latest	603.00
Universal Projector, 500 watt	69.50
De Jur 8 mm. Projector, case	174.00
Ampro 8 mm. Projector, case	159.00
B & H 16 mm. Mag. Turret f:2.5	305.08
16 mm. Standard Magazine Camera, B & L f:3.5 lens	84.50

PRESS CAMERA PROTECTED PURCHASES

4x5 Graphic View K.A. f:7.7 coated Synchro Supermatic Shutter Case	$207.23
2¼x3¼ Busch, f:4.5 coated Woll. lens, Rapax shutter, R.F., Acc.	182.00
4x5 Corona Commercial, $55.00; 5x7	65.00
8x10 Korona View	70.00
4x5 Meridian Technica, all swings, Tessar f:4.5 Acc.	265.00
4x5 Meridian Technica, all swings	225.00
4x5 B&J Press, Kalart R.F., f:4.5, focuspot	198.00
5x7 Grover View, K.A. 8" lens	158.00
4x5 Brand View Camera "17"	87.50
Plaubel Makina II, f:2.9 Outfit	188.00

MISCELLANEOUS PROTECTED PURCHASES

Universal Meteor Camera 2¼x2¼. Flash & case	$ 27.30
4x5 National Coldlight Enlarger	139.50
Omega DII w/color head	194.80
De Jur Versatile No. 2, including lens	99.00
Solar 120 Enlarger with 3½" Ilex f:4.5	82.25
Wabash Strobe Lite Portable Lightweight w/charger	228.75
Medalist II, Ektar f:3.5, case	278.00
Spencer Slide Projector MK 100	31.50
Federal Enlarger Model 312 w lens	53.00
Federal Enlarger Model 315 w lens	89.50
Federal Enlarger Model 450 w lens	112.50

CAMERAS REPAIRED—All parts for imported and domestic cameras available. ***GUARANTEED Workmanship.***

ALL CAMERAS SHIPPED 10-DAY MONEY-BACK GUARANTEE

OLDEN CAMERA & LENS CO.

1265 BROADWAY at 32nd STREET . . . . NEW YORK 1, N.Y.

The WORLD is your TRIPOD when you use

PAT. APPLIED FOR
SKYHOOK
TRADE MARK

Supports your movie or still camera or other heavy equipment

Only $7.00 postpaid

FOR BETTER PICTURES . . . no matter where you go or happen to be, in the SKYHOOK you have a rigid sturdy support for your camera (that fits into your pocket).

FOR STEADY PICTURES • Telephoto work • Good composition • Critical focusing • Slow shutter speed.

PERMITS FILMING INCONSPICUOUSLY • Where tripod cannot be used • Without rearrangement of furniture • In cramped quarters • From high or low vantage points • From moving car or trains for steadier pictures.

SIMPLE TO USE . . . can be attached quickly to any handy object or most any surface. The photographer's ingenuity will open a wide field for unusual and trick angle shots.

- **Fits pocket, carrying case, pocketbook, etc.**
- **Attaches on most any article of furniture . . . chairs, tables, etc.**
- **Screws into tree trunks, fence posts, poles, etc.**
- **Rubber guards prevent damage to polished surfaces.**
- **Permits filming from moving boats, cars or other vehicles.**
- **In the country, on fences, barns, trees, etc.**
- **In the city, attaches to hydrants, banisters, iron railings, sign posts, etc.**
- **Height no problem. Attach near ceiling or floor . . . on door tops, table legs, etc.**

SKYHOOK FEATURES

Made of high stress aluminum (8½ oz.) 2⅝" x 6⅞"—American and European Tripod Screws. Centers at any angle. Adjustable screw vise with 2-inch jaw. Hidden steel screw for mounting on trees, etc.

SEND YOUR ORDER TODAY

Willoughbys

Where every employee is an OWNER interested in serving YOU

110 West 32nd St., New York 1, N.Y.

WILLOUGHBYS
110 West 32nd St., New York 1, N. Y.

Please send ..... SKYHOOK at $7.00 Postpaid.

Name .....

Street .....

City ..... State .....

DETROIT PUBLIC LIBRARY

the walls of the tube put a couple of drops of water into the tube and empty it into the bottle. Repeat this with both halves until all the gold chloride is removed. Do not let the water run into the half tubes as this will wash away the expensive chemical. Just put in 2 or 3 drops at a time.

To make up the toner for use, we take 12 oz. of water in a clean tray and pour in 1½ oz. of each of the three stock solutions in the order given above. This 16½ oz. working solution will tone from 4 to 7 11x14 prints, according to the subjects. Prints with many dark parts exhaust the toner faster than the lighter subjects. The mixed toner lasts for a few hours.

For blue toning, the prints will have to be washed with extra care. The slightest trace of hypo left in the print will cause unsatisfactory results. We immerse the washed print in the toner and agitate it during the whole toning time. It will take from five minutes to an hour to complete the toning, depending on the paper used, the tone wanted, and on the development of the print. Slow chlorobromide papers a little underdeveloped in a warm-tone developer will tone the fastest and to the deepest blue. Fast chlorobromide papers fully developed in a D-72 type developer will tone the slowest and even then not too well. The toning is done at room temperature (about 70° F.), but if a print does not tone well, it may help to raise the temperature of the toner to about 90° F. The print can be pulled from the blue toner any time when it reaches the desired tone. After toning we wash the print for a full hour in running water. Dry the prints by hanging and do not let anything touch the emulsion before dry.

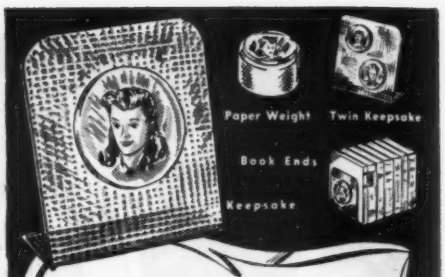
Let us now summarize the things to be remembered for successful toning:

1. Follow instructions carefully. Use the proper paper, and develop it according to the recommendations for each toner.
2. Do not use a hardening hypo for prints to be toned. It will hinder the action of the toner. Use the hypo formula given earlier in this article.
3. Wash the prints thoroughly, separating and agitating them during washing.
4. As most toning processes soften the emulsion, dry toned prints as you would negatives: by hanging, nothing touching the emulsion until dry.
5. If the prints dry down too dull, you may apply a coat of Kodak Print Lustre (not Laquer), which will bring the surface up more brilliantly.

This is about all you have to know to be able to do toning successfully. We have described the most popular and convenient toning processes in detail, and guarantee you good results if you follow the instructions. Used with taste, toning will be a strong tool in your hands to help you produce superb prints.—

BOOK PRICE MISQUOTED

The price of the Society of Motion Picture Engineers' book, "Technique of Motion Picture Production," inadvertently listed as $2.50 on page 120 of the April 1947 issue of POPULAR PHOTOGRAPHY is $4.50.



Your favorite photograph . . . a beautiful *Keepsake*

Let us seal your loved ones' photographs . . . your favorite memento . . . into an exquisite, crystal-clear Keepsake lens. Guaranteed to last a lifetime. Photos are slightly magnified . . . giving attractive three-dimensional effect. Mounted on richly colored frame of unbreakable, prismatic plexiglas.

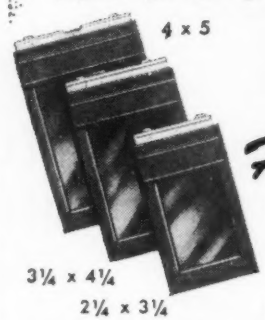
For Photos, Baby's Bracelet or Ring, Locket, Medal, Pressed Flowers, Lock of Hair, Heirloom Lace, etc.

Keepsake, $2.50 • Twin Keepsake, $3.50
Book Ends, $5.00 • Paper Weight, $2.50

At your dealer — or write us direct if he cannot supply you.

PLASTIGRAPH CORP.
475 Fifth Avenue, New York 17, N. Y.

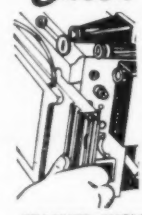
Electra



Cut Film Holders

TOP QUALITY • LOW COST • FEATHER WEIGHT!

Check These Features



EASY-GRIP FEATURE . . . aids quick insertion and removal of holder from camera back. ELECTRA holders won't get "lost" in your camera back.

SATIN-SMOOTH FINISH . . . makes camera loading effortless. Easy on your camera too! Electra Cut Film Holders are made of the finest selected hardwoods and are ruggedly built for years of service.

FEATHER WEIGHT! . . . Carry one, carry a dozen! Electra Holders' light weight makes the tough jobs easy on the shoulders!

SATISFACTION GUARANTEED WITH EACH ELECTRA HOLDER

Electra
RESEARCH CORP.
225 WEST 34 ST., NEW YORK 1, N. Y.

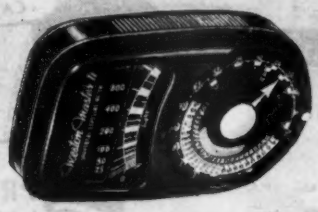
NOW... true Weston dependability ALL THE WAY

Now—you can control each step of your photographic work with precise WESTON measurements . . . from exposing your picture to making your enlargement or print. Your color work will be far more precise . . . your black-and-white vastly improved. All are available through your photo dealer. Literature on request . . . Weston Electrical Instrument Corporation, 644 Frelinghuysen Avenue, Newark 5, New Jersey.

For Complete Darkroom Control

WESTON PHOTO ANALYZER

(densitometer • illumination meter • exposure guide)



For Complete Exposure Control

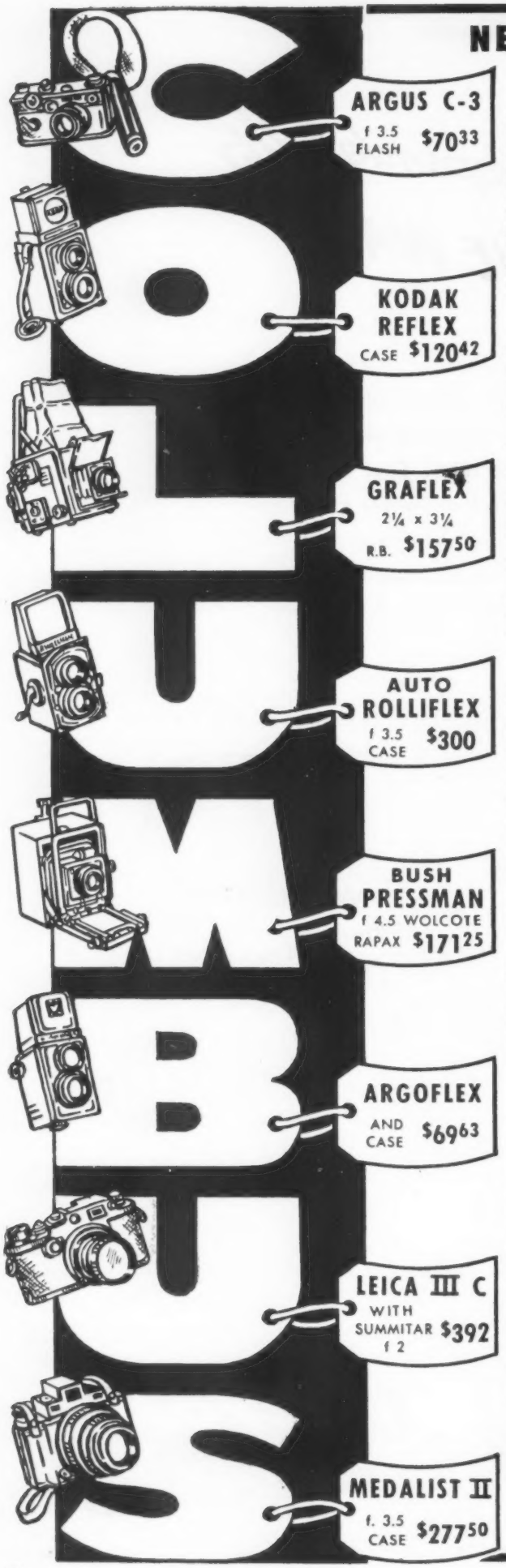
WESTON *Master* II EXPOSURE METER

For Exact Solution Temperature Control

WESTON all-metal THERMOMETER

WESTON *Instruments*

NEW EQUIPMENT..NOW AVAILABLE



REFLEX & OTHER CAMERAS

BROWNIE REFLEX w. flash holder, case	$ 16.36
ARGOFLEX f4.5, case	69.63
ARGOFLEX II f4.5 (Streamlined model), case	87.54
KODAK REFLEX f3.5 (c), case	120.42
CIROFLEX f3.5 in ALPHAX shutter, case	84.68
CIROFLEX f3.5 in RAPAX shutter, case (60 days)	107.15
ROLLEICORD f3.5 TRIOTAR, case	165.00
ROLLEICORD f3.5 w. fitted Abbey pressgun	209.95
AUTO ROLLEIFLEX f3.5 XENAR, CASE	300.00
620 Flash BROWNIE w. Flash holder, Fibre case, holds outfit & 8 bulbs, complete	12.81
ORDER PLENTY OF FILM V620	.33
PX OR XX 620	.38
8 flash bulbs (w. outfit only)	1.20
FED-FLASH complete w. case	13.85
V 127 film	.27
UNIFLASH CAMERA, FLASH UNIT, CASE	13.25
#00 Film	.15
620 TARGET BROWNIE (V620 33c)	4.43

MINIATURE CAMERAS

ARGUS #21 f3.5 (newest Model), case	$ 58.08
Flash unit for above	8.75
ARGUS C-3 f3.5 w. flashgun, case	70.33
ARGUS A-2 f4.5, case	29.85
LEICA III-C Elmar f3.5	297.50
LEICA III-C Summitar f2	392.00
ELMAR 35mm f3.5 Wide Angle lens	106.75
ELMAR 90mm f4 lens	141.75
HEKTOR 135mm f4.5 lens	213.50
PERFEX 55 f2.8 (c), case	97.90
Flashgun	8.75
MERCURY II (½ 35mm) f2.7 (c), case	89.75
Flash holder	7.30
Rangefinder	9.75
CLARUS f2.8 (c) 1/1000 sec., case	122.50
Flashgun	8.75
KODAK 35 f4.5, case	49.37
KODAK 35 Rangefinder, case	89.31

SLIDE PROJECTORS 35mm (2x2)

KODASLIDE MASTER (1000 w. case)	$181.00
KODASLIDE #2A—150 w*	47.50
Case	8.80
KODASLIDE #1—100 w*	21.10
Case	4.55
*Redy-mount changer for either	17.50
VOKAR PROJECTOR 100 w NO case	15.90
ARGUS PA Proj. 100 w	27.75
case	4.85
GOLDE NU-MANUMATIC 300 w case	67.08
GOLDE FIL-MATIC 300 w Rollfilm holder, case	93.64
B&H DUO MASTER 300 w case	130.00
B&H SLIDEMASTER 500, 750, 1000 w case	285.00
AMPRO SLIDE Proj. 300 w case	70.25
SVE TRI PURPOSE AAA 300 w case	80.00
SVE AK (takes Redy-mount changer) 300 w case	74.30
SVE DD (same as AAA) 150 w case	68.50
SVE RK (same as AK) 100 w case	39.95
Remote control for Kodaslide #1	30.00

TRIPODS

3 section $4.90; 4 section	$ 5.75
5 section 7.50; 7 section	9.00
QUICK-SET JR. $23.25; Senior	34.50
High-Boy	41.00
ALBERT ROYAL TRIPOD w tilt-top	21.27
BOLEX AMBOL TRIPOD	28.50
THALHAMMER METAL TRIPOD	22.10

WE HAVE EVERYTHING PHOTOGRAPHIC—CHEMICALS, PAPER, FILTERS, DRYERS, ALL SORTS OF ACCESSORIES.

PRESS AND STUDIO CAMERAS

2¼x3¼ BUSCH PRESSMAN (No Lens)	$ 73.40
2¼x3¼ BUSCH PRESSMAN w Kalart RF—f4.5 Wolcote Rapax shutter	171.25
4x5 Baco w 6⅜" f4.5 Woll Rapax, Gun, Case	200.00
4x5 BRAND w 5¼" f4.5 Eurynar, Case	145.00
4x5 KORONA COML' VIEW	56.00
5x7 KORONA COML' VIEW	65.00
EASTMAN 5x7 View 2-D	117.50
EASTMAN 8x10 View 2-D, Case	133.50
Reducing Back 5x7, 8x10 for above	24.10
8x10 GROVER VIEW w Carl Meyer 12" f4.5 in Betax Shutter	275.00
14" f6.3 COML' EXTAR (c) in Synchro-Shutter	299.36
7½" f4.5 ILEX Paragon, Synchro-Shutter	136.10

5x7 KORONA VIEW w 7⅞" f6.3 B&L Convertible Protar (13¾") Packard Shutter, 2CF Holders, Case (Equal New) $165.00

FOR PROMPT REPLY TO YOUR INQUIRY PLEASE STATE YOUR REQUIREMENTS.

EXPOSURE METERS

WESTON MASTER II (Universal & Cine) (case $2.00)	$ 29.67
GENERAL ELECTRIC DW 58 (case $1.75)	26.95
New ASA Hood for above	5.50
DEJUR Model 6A Meter and Case	18.50
SKAN Meter and Case	14.95
WESTON Photographic Analyzer	100.00

FLASH GUNS

DEMORNAY BUDD Press Model, Deluxe Reflector, Shield	$ 55.60
DEMORNAY BUDD for Synchro-Shutter Standard Reflector	19.95
KODAK Flash Holder for Synchro-Shutter, Battery	11.38
MENDELSON Flashing Unit for Synchro-Shutter	15.80
MENDELSON Flashgun Model E, all shutters	28.25
GRAFLEX Flashing Unit for Synchro-Shutter	24.62
HEILAND—R Press Model Synchronizer	38.95
KALART Auto Master, all shutters	24.60
KALART Master Flashing Unit, all shutters	14.50
KALART Synchro strobe release	16.00
KALART Focuspot, for rangefinders	15.25
ABBEY 4X Press-gun	33.35
WABASH Electroflash, A.C. Portable	180.00
KING SOL Electronic, Portable battery model	250.00
TRIUMPH Flash Electronic, battery portable	135.00

Generous supply of flashbulbs with all purchases of camera outfits with flash equipment.

ENLARGERS

KODAK Precision A 2¼x3¼	$116.67
KODAK Precision B 4x5	157.50
LEITZ Focomat 1B (35mm)	168.00
FEDERAL Model 312 w 3½" f6.3	53.00
FEDERAL Model 315 w 3½" f4.5	89.50
FEDERAL Model 250 w 3½" f4.5 (closeout)	69.50
SOLAR Model 120 w 3½" f4.5 ILEX	82.25
SOLAR Autofocus (2¼x3¼) 3½" f4.5 WOLCOTE	163.82
SOLAR Studio 5x7 w 6⅜" f4.5 Proj. Anastigmat	133.82
OMEGA 4x5 D-II (color head)	194.80
DEJUR VERSATILE #1 (2¼x3¼) w 3½" f4.5 lens	146.55
DEJUR VERSATILE #2 (2¼x3¼) w 3½" f4.5 (special closeout)	99.00
DEJUR 4x5 Professional w UNIVERSAL Negative Carrier	183.75
Enlargers so marked, sold only with one of the following suitable lenses:	
2" f4.5 KODAK Anast. Luminized	$22.46
2" f4.5 KODAK Proj. EKTAR (luminized)	36.46
2" f4.5 KODAK Proj. EKTAR (luminized)	42.88
4" f4.5 KODAK Proj. EKTAR (c)	49.00
3" f4.5 KODAK Proj. Anas.	23.25
4" f4.5 KODAK Proj. Anas. (c)	32.67
2" f4.5 LEITZ Enlarging lens	49.00
3½" f4.5 BAUSCH & LOMB (c)	47.60
3½" f4.5 WOLLENSAK (c)	29.50
5¼" f4.5 WOLLENSAK (c) (127mm)	48.05
5½" f4.5 BAUSCH & LOMB (c)	64.63
6⅜" f4.5 KODAK Proj. Anas.	54.83
5⅜" f4.5 KODAK Proj. Anas.	49.88
6⅜" f4.5 WOLLENSAK (162mm)	53.20
6⅜" f4.5 WOLLCOTED (162mm)	60.80
7½" f4.5 WOLLENSAK (Coated)	79.50

CAMERA CASES

LEICA (all models) ER	$12.00
CONTAX II ER	11.00
CONTAX III ER	11.50
RETINA I & II ER	8.00
DOLLINA II ER	6.50
FORTH DERBY ER	6.00
ROLLEIFLEX ER	8.50
ROLLEICORD ER	8.50
PERFEX ER	7.00
DETROLA ER	8.00
MERCURY II ER	7.00
BANTAM SPECIAL ER	9.70
SPEEDEX ER	5.40
BANTAM f4.5 ER	5.50
ARGOFLEX ER	7.00
CIROFLEX ER	8.00

Also cases for all folding cameras. Write your wants and styles. We have what your are looking for.

MERCHANDISE GENERALLY AVAILABLE EXCEPT FOR MANUFACTURERS DELAYS BEYOND OUR CONTROL.

COLUMBUS PHOTO SUPPLY

PROMPT DELIVERY!

MOVIE CAMERAS & PROJECTORS

8 & 16 mm (priced with cases)

CINEKODAK 8-25	$ 62.58
KEYSTONE K-8 f2.5	71.45
KEYSTONE K-8 f1.9	98.45
B&H SPORTSTER f2.5	110.76
B&H SPORTSTER f1.9	159.18
TRI-LENS turret f2.5	178.78
BOLEX H-8 SWITAR f1.5	487.92
BOLEX L-8 SWITAR f1.5	240.64
REVERE 88 f2.5	84.55
REVERE 88 f1.9	111.55
CINEMASTER II f1.9	103.75
PERFEX Magazine turret 8 f1.9	148.00
B&H MASTER "400"	177.45
B&H PICTUREMASTER	262.00
DEJUR 8 "1000"	174.00
AMPRO A-8	168.00
KEYSTONE R-8	87.00
REVERE 85 500w	132.50
RADIANT Q 30x40 Tripod model Screen	15.00
KEYSTONE A-7 w K.A. f1.9 (c)	169.00
B&H FILMO Speedster f2.5	195.37
B&H FILMO Speedster f1.9	222.79
B&H AUTO-MASTER f1.9	330.08
BOLEX H-16 frame counter K.A. f1.9	409.17
Magazine CINEKODAK 16 f1.9	195.00
KODASCOPE 16-10, Case	126.75
KODASCOPE 16-20, Case	225.00
KEYSTONE A-82, Case	107.00
B&H DIPLOMAT 750 w Case	273.30
B&H SHOWMASTER, Case	312.95

SOUND PROJECTORS

AMPRO PREMIER—20 (2 speeds)	$540.00
AMPRO CENTURY—10	460.00
B&H FILMOSOUND 179 Cordomatic	603.50
SOUND KODASCOPE FS—10 N	500.00

RADIANT SCREENS

30x40	$18.50	37x50	$27.00
45x60	35.00	52x70	45.00

Raven Haftone

30x40	$27.00	36x48	$30.00
45x60	45.00	52x72	55.00

Send for Free Catalogs

CINE CASES

CINEKODAK 8-25 ER	$ 8.00
CINEKODAK 8-60	8.00
CINEKODAK Combination	13.50
Magazine CINEKODAK 8-90 ER	9.00
Magazine Combination	20.00
B&H SPORTSTER ER	9.50
KEYSTONE 8 ER	8.75
KEYSTONE 16mm Holster	10.00
Magazine CINEKODAK 16 ER	9.50
Magazine Combination	20.00
CINEMASTER 8	4.95
REVERE 88 ER, Holster	7.50
REVERE TURRET Combination	13.50

B&H COMBINATION CASE FOR 16MM
Many other styles (WRITE)

BOOKS

All leading publications. Well-stocked Library

Kodak Reference Handbook	$3.50
How to Color Photographs—Marshall	2.50
Kodachrome & Kodacolor	6.50
Mortensen on The Negative	5.00
Photomicrography—EK	2.00
Copying Technique—Fraprie	1.50
New Projection Control—Mortensen	2.75
Pictures with a Purpose	2.50
Outdoor Portraiture—Mortensen	3.00
Correct Exposure—Lester	1.50
Photography by Infrared	5.00
Professional Photography for Profit—Abel	5.00
Photographic Enlarging—Lootens	3.50
Leica, Contax, Exakta & Rollei GUIDE BOOKS ea.	1.75
How to Make Good Pictures—EK	.75
All Little Tech Library Books ea.	.95
Filming for Amateurs—Burnford	4.00
Pictorial Lighting (new)—Mortensen	4.50

FLASH! EKTACHROME ROLLS

620-120 ..... $1.10

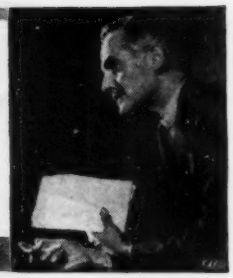
CUT FILM—ALL SIZES

NO CAMERAS SOLD WITHOUT CASE. All prices subject to change. Subject to manufacturer's established price at time of delivery.

1949 BROADWAY
NEW YORK 7, N. Y.
(AT 66TH STREET)

Let's Talk PHOTOGRAPHY

By BRUCE DOWNES



THE PULITZER PRIZE for the best news picture of the year, as everyone by now should have forgotten, went to Arnold Hardy, 25-year-old amateur photographer, for his grab shot of a woman hurtling to her death from the blazing Hotel Winecoff in Atlanta, Ga. I resurrect this dolorous item belatedly due to the time-lapse exigencies of magazine publishing, and because of the important implications inherent in the incident. Five antecedent awards—two from Kent State (Ohio) University, and the Atlantic City Press Headliners Club, the Editor & Publisher's Graflex Diamond Award, the Associated Press Award, and the Encyclopaedia Britannica Award—make it singularly unanimous.

The Pulitzer prizes, remember, are supposed to be meted out to newspaper reporters, editorial writers, novelists, poets, and press photographers for work of conspicuous merit. The obvious conclusion is that Mr. Hardy's lugubriously sensational picture represents the acme of achievement for press photographers in America, which makes painfully clear that the goal of American press photographers is to be so alert as to catch the grim reaper in the very act of wielding his scythe. This, of course, is the logical outcome of a basic principle in American journalism—the principle of the beat, or scoop—getting to the scene first.

The scoop complex may be laudable enough. It is the thing scooped with which I am gravely concerned. The prize sought by the press is mainly death and disaster, which, in cases like war and the consequences of criminal negligence and preventable poverty, would serve the democratic cause of social justice. But the death and disasters that bring acclaim to the makers of news photographs are usually of a variety that satisfies instincts no higher in the scale than depraved morbid curiosity. The bloody body of the slain gangster photographed while the oozing blood was still hot, was a coveted prize not too many years ago, until the era of suicide jumpers arrived to give the press boys a chance to scoop death itself. Nothing new about this either. William Warnecke did it first almost forty years ago in his remarkable picture of the shooting of New York's Mayor Gaynor in 1910, in which the photographer released his shutter a split second after the assassin squeezed the trigger of his gun.

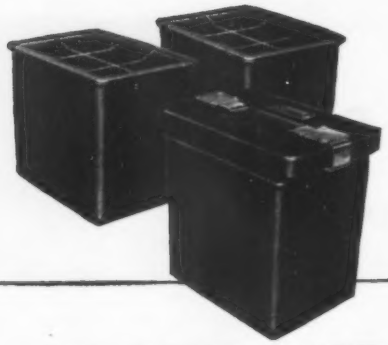
This year's Pulitzer prize picture is of the latter brand. It hardly matters that the woman jumping was motivated by flames in the burning building instead of psycho-flames in her head. In a proper civilization a sentence in the news report to the effect that "a woman leaped from a fifth story window," would be sufficient to satisfy the normally curious. To use the remarkable abilities of the camera to report factually such instances in time does point up the horror for those who feed on such grim spectacles, and if readers demand such pictures their making and publication are probably justified. But when the Pulitzer prize committee pronounces its benediction singling out Mr. Hardy's picture as the year's highest achievement then Heaven pity the craft of press photography!

Aside from the questionable theory

For this, the top prize!

that this dramatized the horror of the Hotel Winecoff fire and helped arouse municipal governments throughout the country to take steps to prevent repetition of such disasters, the fact remains that the chief factor in Mr. Hardy's picture was the accident of fate that placed him at the scene. His presence of mind and steadiness of nerve, which enabled him to insert his flashbulb, set his aperture, focus, and shoot at the precisely right moment, were laudable enough, but secondary to his luck in being there. His achievement certainly was worth the money AP paid him for his skill, but hardly worth the highest honor.

Apart from the caviling criticism that the prize picture is not sharp, it contributes nothing of significance beyond its sensational impact, and certainly does not in any way reflect credit to American journalism, many of whose photographers, laboring quietly in their regional bailiwicks, are recording the simple, homely day-to-day events of life in American towns and cities; and some of them are uncovering poignant scenes of suffering and privation in pictures which may somehow help a little bit in making a better world.—



SPEED UP

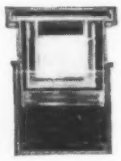
FILM PROCESSING WITH THE MORSE No. 507 DAYLIGHT DEVELOPING SYSTEM

As many as 12 to 16 cut films, up to 5x7 in size, may be processed at one time in the highly efficient Morse No. 507. Its light-tight film holder is moved from one solution-filled tank to another through the entire developing process — in full daylight. Thorough agitation of chemicals and scientific, complete wash-flow assures you better, more uniform negatives. Chemical costs are greatly reduced, as solutions *remain* in the Morse tanks, ready for instant use. No more troublesome transfers from tanks to jugs and back again.

SIMPLIFIES AND SAFEGUARDS DEVELOPING OPERATIONS

Light-Tight Film Holder
Film in standard film hangers is loaded into the Morse film holder in dark room. Cover locks tightly to exclude light but permits air flow.

Unique Drain Grids
Cross-section of light-tight film holder entering Morse tank. Stainless steel grids in bottom let liquids enter and drain freely but trap all light.



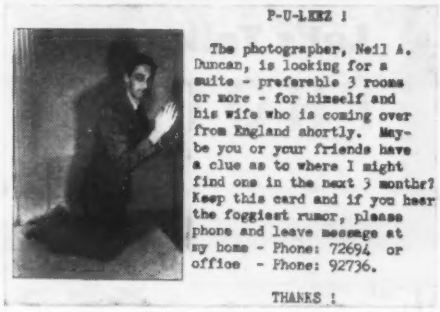
Floating Covers Preserve Chemicals
Developing solutions are protected from evaporation and contamination by special Morse floating covers — may be used for several months.

SEE YOUR DEALER, OR WRITE —

The Morse INSTRUMENT COMPANY
28 Clinton St.
HUDSON, OHIO

Manufacturers of
PRECISION PRINTERS - DEVELOPERS
STUDIO LIGHTS - WRINGERS
STRAIGHTENERS - FILM DRYERS

THE PHOTOGRAPHIC APPROACH



P-U-LEEZ !

The photographer, Neil A. Duncan, is looking for a suite - preferable 3 rooms or more - for himself and his wife who is coming over from England shortly. Maybe you or your friends have a clue as to where I might find one in the next 3 months? Keep this card and if you hear the foggiest rumor, please phone and leave message at my home - Phone: 72694 or office - Phone: 92736.

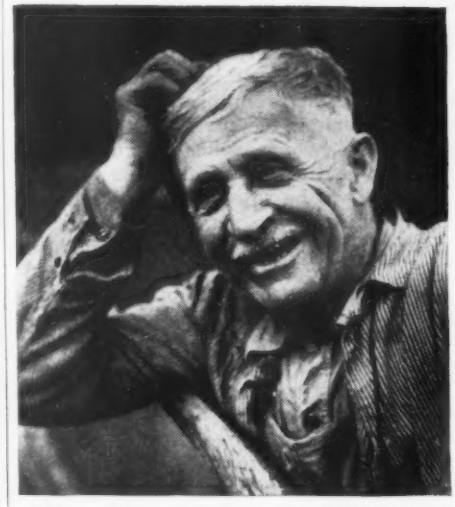
THANKS !

"There is a photographic approach to every problem . . ." so thinks Neil Duncan, photographer of Winnipeg, Manitoba, for Neil is using a camera to try to solve his housing difficulties.

TUCSON HIGH SCHOOL SALON

The advanced photography students of the Graphic Arts Department, Tucson Senior High School, Tucson, Arizona, presented their Third Annual Salon of Photography recently. The judges pinned blue ribbons to the works of Ralph Roberts for first place in all three of the classifications, People, Portraits, and Non-People.

VONDELL WINS PHOTO CONTEST



Winner of grand prize in the $1000 WJZ Amateur Farm Photo Contest, is the photograph titled "Gramp"—a sensitive portrait study of rural character—taken and submitted by John H. Vondell, assistant professor of poultry husbandry at Massachusetts State College of Agriculture, Amherst, Mass., it is announced by Phil Alampi, Radio Station WJZ (New York).

ART-PHOTOGRAPHY WINNERS

The Condé Nast Publications have announced the winners of their first Art and Photography Contest for students in high schools, colleges, and specialized schools. John Robinson, 17, of Sandy Star Route, Utah, won first prize, consisting of a year's job in one of the publications' art departments or $2,000 to be applied on further art training. He is a student at Jordan High School, Sandy, Utah. Second prize was won by Harvey Dinnerstein, 18, of Brooklyn, N. Y., a student at the Art Students' League.

Five runner-up contestants will receive $50 government savings bonds.

Write Alfred Bass for these Guaranteed Gov't Surplus Bargains

Professionals and amateurs alike can benefit handsomely by ordering from this list of attractive bargains . . . all guaranteed by Alfred Bass himself.

FILM

16MM mag. 50 ft. Super X or XX, proc. not inc.	$1.35
16MM 50 ft. panchromatic reversal, proc. not inc., per roll (lab. packed)	.50
4x5 Triple S. Pan c.f. (1946) per 2 doz.	1.80
8x10 Super Pan Port c.f. (1946) per 2 doz.	4.60
8x10 E.K. Contrast Process Pan c.f. (1946) per 2 doz.	2.99
8x10 Def. Process Pan c.f. (1946) per 2 doz.	2.99
8x10 Ansco Reprolith Pan c.f. (1946) per 2 doz.	2.99

PAPER

7"x125' Aero Enlarging bromide (1946) packed in sealed tins, per roll	$2.95
Same in 9⅝"x200' Nos. 1, 2, 3, 4, per roll	3.95
8x10 Azo glossy s.w. Nos. 0, 1, 2, 3, 4, 5 (1946), per gross	2.10

LENSES

6¾" F:4.5 Eastman Anastig. in bbl w/ click stops, like new	$39.50

NOTE: All prices f.o.b. San Francisco. Write for our big new bargain catalog.

ALFRED BASS
51 Second St. YU 6-0583
San Francisco, Calif. Cable Address ALBAS

CHINACOLOR ENLARGEMENTS

"Finished Like Fine Porcelain"

From KODACHROME, EKTACHROME, or ANSCO COLOR FILM
2¼x3¼ (unmounted), 50c
10 for **$4.00**
From 35MM, 120-620.

From 35MM. Roll or Sheet Film.
Mounted in Beautiful Folders

3x4	$0.75	5x7	$1.95
4x5	1.00	8x10	3.50

Normal 3-Day Service—Minimum Order, $1.00.

Cropped when possible for best composition
Please send your payment with order

NATIONAL CAPITAL PROCESSING LABORATORIES
Box 4203, Dept. A75, 301 Cedar St., Wash. 12, D.C.

Your Image IS ONLY AS SHARP AS YOUR LENS FOR LENS COATING *Specify*

"STURCOTE" PROCESS

Write for prices on lens coating for your individual lens. Give type of lens, we reply immediately.

Sample price list on coating of several popular lenses

TESSAR f 2.7 to f 6.3 to 16.5 cm	$18.00
EKTAR f 4.5 127mm	21.00
DAGOR f 6.8 to 9.0	14.50
SONNAR f 2, 50mm	23.00

DEALER INQUIRIES INVITED

STURR *Industries, Inc.*
503 WASHINGTON AVE.
BELLEVILLE 9, NEW JERSEY
BELLEVILLE 2-4532

FOR GORGEOUS MOVIES
IN
COLOR OR BLACK AND WHITE

THE NEW IMPROVED *Perfex* MAGAZINE DOUBLE 8

WITH F:2.5, ½ INCH COATED LENS

$89.50

TAX PAID

WITH F:1.9, ½ INCH COATED LENS $135.50

★ *MAGAZINE LOADING*

MAGAZINE LOADING
3 LENS TURRET FRONT
5 OPERATING SPEEDS

New thrills in movie making await you . . . the convenience of magazine loading . . . a three lens turret that rotates normal or telephoto lenses into position instantly . . . and built-in compensating finders that accurately frame the picture area. Five operating speeds bring you the extra fun of slow motion or high speed animation. It's movies as you have always wanted them.

No threading of film—just clip the film magazine into the camera and you are ready to go. Load or unload in daylight—change from color to black and white anytime. Your Perfex reels will become cherished possessions of the future.

TELEPHOTO LENSES

F:2.5 1 inch Coated Lens, Tax paid $49.58

F:3.5, 1½ inch Coated Lens, Tax paid $55.42

Utility Carrying Case, holds camera and 2 Magazines $12.50

CAMERA CORPORATION OF AMERICA
844 W. ADAMS ST., CHICAGO 7

Send for your copy of the free book "Perfect Movies and How to Make Them." Write Dept. PP8.

AT BETTER DEALERS EVERYWHERE

BUY NOW!

AS LITTLE AS 10% DOWN

No Interest — No Carrying Charges — No Finance Company

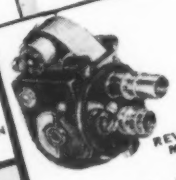
With the "General's" easy "PAY-AS-YOU-SHOOT" PLAN you can own and enjoy NOW the equipment you've always wanted. As little as 10% down delivers any piece of photographic equipment. And—remember when you "PAY-AS-YOU-SHOOT" you pay no more. It's Easy—It's Economical—It's Smart To Buy "The General Way!"

MERCURY II OUTFIT
Complete with synchronized flash unit, built-in exposure guide, F/2.7 Tricor lens, carrying case and 10 rolls 36 exposure Eastman or Ansco reloads. $94.90
"PAY-AS-YOU-SHOOT"
as little as **$9.49** DOWN

CLARUS 35 MM CAMERA
With fast Wollensak F/2.8 coated lens, coupled rangefinder, shutter speeds from 1/25th to 1/1000 sec. Complete with carrying case. $122.75
"PAY-AS-YOU-SHOOT"
as little as **$12.27** DOWN

REVERE MAGAZINE 8 MM MOVIE CAMERA
Complete with F/2.8 B & L coated lens. $127.50.
"PAY-AS-YOU-SHOOT"
as little as **$12.75** DOWN

PERFEX DELUXE OUTFIT
Complete with built in rangefinder, synchronized flash unit, F/2.8 coated lens, carrying case and 10 rolls 36 exposure Eastman or Ansco reloads. $100.95
"PAY-AS-YOU-SHOOT"
as little as **$10.99** DOWN



REVERE 99 - 8 MM TURRET MOVIE CAMERA
Turret front to accommodate telephoto and wide angle lenses. Complete with 2 view finders and F/2.8 coated lens. $110.00
"PAY-AS-YOU-SHOOT"
as little as **$11.00** DOWN

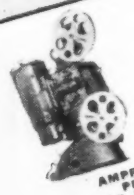
ARGOFLEX REFLEX CAMERA
Complete with F/4.5 Anastigmat lens and carrying case. $69.63
"PAY-AS-YOU-SHOOT"
as little as **$6.96** DOWN

BUSCH PRESSMAN 2¼" x 3¼" PRESS OUTFIT
Complete with F/4.5 Wollensak lens in Rapax Shutter and Kalart Range finder. $171.50
"PAY-AS-YOU-SHOOT"
as little as **$17.15** DOWN

CINKLOX 16 MM MOVIE CAMERA
A 16 mm camera to fit the average budget. Complete with F/2.5 coated lens. $76.15
"PAY-AS-YOU-SHOOT"
as little as **$7.61** DOWN

B & J PRESS CAMERA
4" x 5" press camera made by pioneer press camera makers. Less lens $89.50
"PAY-AS-YOU-SHOOT"
as little as **$6.95** DOWN

CIROFLEX REFLEX CAMERA
Equipped with F/3.5 Wollensak lens in Alphax Shutter with shutter speeds from 1/10th to 1/200th. $76.15
"PAY-AS-YOU-SHOOT"
as little as **$7.61** DOWN



AMPRO 8 - 8 MM PROJECTOR
Complete with 1" F/1.6 coated lens, 500 watt lamp, cord and plug and carrying case. $159.00
"PAY-AS-YOU-SHOOT"
as little as **$15.90** DOWN

1. ***Select the equipment you want; total your order;***
2. ***Determine and include your down payment (not less than 10% or $5.00, whichever is greater), trade-ins accepted as down payments, too;***
3. ***State on coupon the monthly payments you CAN MAKE;***
4. ***Mail your order, down payment and short note telling us about yourself, your occupation and two references.***

More Brand New Photo Specials
All Available On The GENERAL'S "*Pay-As-You-Shoot*" Plan

	Price	Down Payment	Monthly Payment
8 MM CAMERAS			
Bolex H 8 with frame counter, less lens	$282.50	$28.25	$28.25
Bolex H 8 with ½" F/1.5 Switar and 1" F/2.5 Yvar lens	511.17	51.11	51.11
Bolex H 8 with ½" F/1.9 Wollensak lens	343.75	34.37	34.37
Universal Cinemaster, coated F/2.5 lens and case	71.60	7.16	7.16
Keystone K 8 with F/2.5 lens and case	64.50	6.45	6.45
Bell & Howell Turret 8 with F/2.5 coated lens	156.98	15.69	15.69
Bell & Howell Turret 8 with F/1.9 coated lens	210.06	21.00	21.00
8 MM MOVIE PROJECTORS			
Revere 85 and case	129.50	12.95	12.95
Universal PC 500	69.50	6.95	6.95
Bell & Howell Filmaster and case	177.45	17.74	17.74
Bell & Howell Picture Master and case	262.00	26.20	26.20
16 MM SILENT PROJECTORS			
Vallette 2000' Film Capacity	195.00	19.50	19.50
Bell & Howell Diplomat with Cordomatic	307.00	30.70	30.70
Bell & Howell Showmaster 2000' and Cordomatic	312.95	31.29	31.29
SOUND PROJECTORS			
Bell & Howell Model 179	579.00	57.90	57.90
Bell & Howell Model 179 and Cordomatic	603.50	60.35	60.35
Ampro Premier 20	540.00	54.00	54.00
Ampro Century 10	460.55	46.05	46.05
Eastman F S-10 N Kodascope	450.00	45.00	45.00
Victor Model 60	468.00	46.80	46.80
EDITING EQUIPMENT			
Craig 16 MM "Projecto" Editing Outfit	85.00	8.50	8.50
Craig 8 MM "Projecto" Editing Outfit	55.00	5.50	5.50
Craig 16 MM "Projecto" Editor Viewer only	60.00	6.00	6.00
Craig 8 MM "Projecto" Editor Viewer only	45.00	5.00	5.00
Eastman Kodascope 8 or 16 MM Editing Outfit	62.50	6.25	6.25
8 MM or 16 MM Editing Outfit Complete with Morton Viewer, Craig Jr. Rewinds and Splicer	16.95	5.00	5.00
PRESS AND VIEW CAMERAS			
Busch Pressman with F/4.5 coated Wollensak lens, Alphax Shutter	161.25	16.12	16.12
Brand 17, 4" x 5" View	87.50	8.75	8.75
B & J 5" x 7" View	69.50	6.95	6.95
B & J 8" x 10" View	89.50	8.95	8.95
Grover 5" x 7" View	89.50	8.95	8.95
Grover 8" x 10" View	110.00	11.00	11.00
Graflex 4" x 5" Graphic View with 203 MM F/7.7 lens	207.72	20.77	20.77
Deardorff 5" x 7" Precision View	136.50	13.65	13.65
Eastman 5" x 7" Model 33A View	42.50	5.00	5.00
Eastman 5" x 7" Model 2 D View	105.00	10.50	10.50
LENSES			
20" F/5.6 B & L Telephoto	145.00	14.50	14.50
90 MM F/6.8 Graflex Optar Wide Angle for 4" x 5"	95.50	9.55	9.55
6½" F/4.5 Ilex in Acme Synchro Shutter	123.00	12.30	12.30
139 MM B & L Tessar F/4.5 in Betax Shutter	77.93	7.79	7.79
10" F/5.6 Graflex Optar Telephoto	145.95	14.59	14.59
SLIDE PROJECTORS			
Kodaslide I, Slide Carrier and Case	33.50	5.00	5.00
Kodaslide II A	47.50	5.00	5.00
Ampro 30 A with case	64.20	6.42	6.42
Ampro 30 D with case	86.00	8.60	8.60
Bell & Howell Duo-Master and Case	130.00	13.00	13.00
Bell & Howell 1000 Watt Slide Master and Case	285.00	28.50	28.50
SVE AAA with Takeup and Case	80.00	8.00	8.00
SVE DD with Takeup and Case	68.50	6.85	6.85
SVE RK with Case	35.95	5.00	5.00
SVE AK with Case	62.90	6.29	6.29
Argus	27.75	5.00	5.00
Argus with Case and Strip Film Takeup	37.20	5.00	5.00
TDC Model 300 A	70.20	7.02	7.02
TDC Model DP with Takeup	92.00	9.20	9.20
Vokar	9.95	Cash only	

ALL THE FILM YOU WANT!

The General has film for movie cameras, roll film cameras. Minimum film order $2.00. No. C.O.D.'s without deposit.

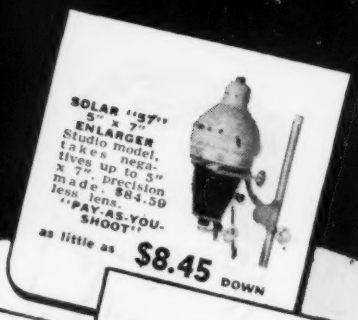
The General CAMERA COMPANY
2308 W. DEVON AVE. CHICAGO 45, ILL.

PAY LATER!

AS LITTLE AS 10% PER MONTH

No Interest — No Carrying Charges — No Finance Company

Don't deny yourself the thrills and joys of owning equipment that will help you make better pictures. Thousands of camera fans are buying on the "General's" liberal "PAY-AS-YOU-SHOOT" PLAN. Order your needs today. Just follow the easy steps below when ordering!



SOLAR "37" 5" x 7" ENLARGER
Studio model, takes negatives up to 5" x 7". precision made. $84.59 less lens.
"PAY-AS-YOU-SHOOT"
as little as **$8.45** DOWN

Buy Any Nationally Advertised Photo Equipment

On The "PAY-AS-YOU-SHOOT" PLAN

Space limitations make it impossible to list all the photo equipment we stock. You can buy any nationally advertised new equipment listed anywhere in this publication on The GENERAL'S easy "PAY-AS-YOU-SHOOT" PLAN!

More Brand New Photo Specials
All Available On The GENERAL'S "Pay-As-You-Shoot" Plan

	Price	Down Payment	Monthly Payment
EXPOSURE METERS			
Norwood Director	75.00	7.50	7.50
G.E. DW 58 and Case	28.60	5.00	5.00
Weston Master II	31.17	5.00	5.00
Weston Cine Model Master II	31.17	5.00	5.00
Skan and Case	14.95	3.00	3.00
De Jur Autocritic and Case	25.75	5.00	5.00
FLASHGUNS (Specify lens and Camera when ordering)			
Mendelsohn Model E for all cameras	28.25	5.00	5.00
Mendelsohn for Kodak Flash Shutters	15.50	5.00	5.00
Abbey Vimo	26.25	5.00	5.00
Kalart	24.60	5.00	5.00
De Mornay Budd Universal	31.80	5.00	5.00
ENLARGERS			
Leitz Focomat	168.00	16.80	16.80
Eastman Precision A	116.67	11.66	11.66
Eastman Precision B	157.50	15.75	15.75
Solar 120 up to 2¼" x 3¼"	64.17	6.41	6.41
Solar 120 with 3½" F/4.5 coated lens	93.06	9.30	9.30
Solar 57 with 6⅜" F/4.5 coated Kodak or Wollensak lens	139.42	13.94	13.94
Solar Autofocus 2¼" x 3¼" with 3½" F/4.5 coated lens	163.36	16.33	16.33
Elwood SP 2 up to 5" x 7"	113.85	11.38	11.38
Sun Ray Arnold Model D 2¼" x 3¼"	79.50	7.95	7.95
Sun Ray Arnold Model D with 3½" F/4.5 lens	89.44	8.94	8.94
Federal 312	53.00	5.30	5.30
Federal 450	112.50	11.25	11.25
De Jur Versatile I	118.65	11.86	11.86
De Jur Professional 4" x 5" with F/4.5 lens	161.25	16.12	16.12
ENLARGING LENSES			
3½" F/4.5 Coated Wollensak	27.71	5.00	5.00
3" F/4.5 Coated Ilex	28.89	5.00	5.00
4" F/4.5 Ektar	49.00	5.00	5.00
5-5/16" F/4.5 Wollensak	46.08	5.00	5.00
6⅜" F/4.5 Kodak or Wollensak, coated	54.83	5.48	5.48
LEICA ACCESSORIES			
De Mornay Budd Reflex Viewfinder	55.00	5.50	5.50
Genuine Leica Flashgun	63.00	6.30	6.30
Leica Universal Viewfinder	64.50	6.40	6.40
Speed-O-Copy Attachment	38.50	5.00	5.00
135 MM F/4.5 Hektar Lens	107.80	10.78	10.78
127 MM F/4.5 Coated Wollensak Lens	171.50	17.15	17.15
TRIPODS			
Quickset Jr.	23.35	5.00	5.00
Quickset Hi-Boy	41.00	5.00	5.00
Quickset Senior	34.50	5.00	5.00
Sun Ray Model 10	39.65	5.00	5.00
Sun Ray Model 12	47.15	5.00	5.00
Quickset Jr. Elevator	33.50	5.00	5.00
Quickset Sr. Elevator	45.00	5.00	5.00
Quickset Hi-Boy Elevator	51.50	5.15	5.15
MOVIE CAMERA LENSES			
1" F/1.9 Kodak in C mount for all cameras	81.67	8.16	8.16
2" F/1.6 Kodak Telephoto with adapter for all 16 MM cameras	120.75	12.07	12.07
4" F/2.7 Kodak Telephoto with adapter	106.17	10.61	10.61
½" F/1.9 Coated Wollensak focusing mount	55.42	5.54	5.54
½" F/1.9 Coated B&H focusing mount	85.17	8.51	8.51
1½" F/3.5 B&H focusing mount telephoto	49.50	5.00	5.00
3" F/4.5 Telate focusing mount Telephoto	61.25	6.12	6.12
Morton Telephoto for 16 MM Cameras	48.00	5.00	5.00
Morton Telephoto for most 8 MM cameras	26.07	5.00	5.00
Morton Telephoto for Perfex 55 or De Luxe	49.50	5.00	5.00
Morton Telephoto for Mercury or Argus C3	49.50	5.00	5.00
½" F/1.5 Coated Kern Switar	160.42	16.04	16.04
1" F/2.5 Coated Kern Switar	68.25	6.82	6.82
15 MM F/2.7 Eastman Kodak Wide Angle and Adapter	75.25	7.52	7.52

OMEGA D II 4" x 5" ENLARGER
Complete with bulb and color head. $194.80 less lens.
"PAY-AS-YOU-SHOOT"
as little as **$19.48** DOWN

DE JUR VERSATILE II 3¼" x 4¼" ENLARGER
Enlarges 4¼" x 3¼" area. Complete with F/4.5 coated lens. $99.00
"PAY-AS-YOU-SHOOT"
as little as **$9.90** DOWN

PERFEX MAGAZINE TURRET 8 MM MOVIE CAMERA
Complete with revolving turret front, 3 compensating turret finders and F/3.5 coated view lensak lens. $89.50.
"PAY-AS-YOU-SHOOT"
as little as **$8.95** DOWN

HATCO SOUND PROJECTOR
Complete with 750 watt lamp, F/1.6 coated lens, 12" speaker, cords and plugs and carrying case. $469.00
"PAY-AS-YOU-SHOOT"
as little as **$46.90** DOWN

MOVIE-MITE SOUND PROJECTOR
A sound projector everyone can afford to own. Complete simple to operate. Complete with lens, speaker, bulb, cords with plugs and carrying case. $298.15
"PAY-AS-YOU-SHOOT"
as little as **$29.81** DOWN

BELL & HOWELL SPORTSTER 8 MM CAMERA
Complete with F/2.5 coated lens and carrying case. $103.95
"PAY-AS-YOU-SHOOT"
as little as **$10.59** DOWN

FLASHMASTER STROB-UNIT
Complete with Amglo 2 element flash lamp. Guaranteed to give 10,000 flashes. Worth two or three times our price. $83.63.
"PAY-AS-YOU-SHOOT"
as little as **$8.36** DOWN

WABASH BATTERY PORTABLE ELECTRO FLASH
Rechargeable battery. Good for 100 flashes. Complete with flash lamp and shoulder strap. $197.50
"PAY-AS-YOU-SHOOT"
as little as **$19.75** DOWN
Battery charger for above, $15.

ARGUS C3 35 MM CAMERA
Complete with built-in rangefinder, synchronized flash unit, carrying case and F/3.5 coated lens. $70.33
"PAY-AS-YOU-SHOOT"
as little as **$7.03** DOWN

NOTICE

If you reside or are stationed outside the continental limits of the United States, please send for our special plan.

ORDER NOW! USE THIS HANDY ORDER FORM

THE GENERAL CAMERA CO. Dept. 847
2308 W. Devon Ave., Chicago 45, Ill.

Rush the equipment on the attached order. If not completely satisfied, I may return all or part of the order within 10 days for refund. I am enclosing my letter and $..... as down payment. I agree to pay $..... per month until merchandise is paid for.

.... Rush "Pay-As-You-Shoot" FREE Application
.... I am 21 or over ..... I am under 21

Name .....

Address .....

City..... Zone... State.....

The General CAMERA COMPANY
2308 W. DEVON AVE. CHICAGO 45, ILL.

DETROIT PUBLIC LIBRARY

MIKE WOLK says

I CONFESS

we're brothers under the skin

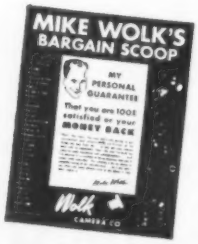
The Colonel's Lady and Judy O'Grady have nothing on us, fellow amateurs . . . because if ever there were brothers under the skin, it's *us*.

Tell you why I feel that way: Your problem becomes mine . . . as long as it has to do with photography. As an amateur photo fiend I take a sincere interest in photographic problems and answers—and that's one of the reasons my store is HQ for amateurs and professionals all over the country. Those who know me know the famous brands of stock I keep . . . like Eastman, Bell & Howell, Quick-Set, and all the others. They know my guarantee system: One year on new equipment, six months on reconditioned stuff, money back if unsatisfied. Let's make each other's acquaintance . . . BROTHER amateur!

FREE!

Mike Wolk's
BARGAIN SCOOP

A listing of everything you need for taking and making pictures. Write today!



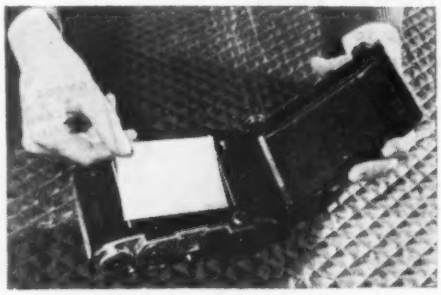
Wolk
CAMERA CO.
119 S. Dearborn St. Chicago 4, Illinois

The Film To Fit The Subject

(*Continued from page* 55)

matter which may engage your attention from time to time.

Extreme contrast films have, speaking comparatively, no exposure latitude (an advantage in line copying) and very fine grain. Strangely enough, these films are not available in rolls and filmpacks, but are supplied for sheet film and 35 mm cameras. Sheets are supplied with pan, ortho, or non color-sensitized emulsions. At the time this is written 35 mm films of this class are available in pan emulsion only. While this situation is unfortunate for the fellow who uses a roll-film camera, there are two ways he can go about getting high-contrast copy negatives. The most convenient, but least satisfactory expedient, is to take the picture on the most contrasty slow-speed roll film available and prolong development of the negative as far as possible. Overly long development will, of course, fog the negative and actually reduce contrast.



Sheet film can be used in roll-film cameras. This trick is valuable when an emulsion you need is not available in the rolls to fit your camera. Loading must be done in the darkroom, with care to be sure the film stays in place for exposure.

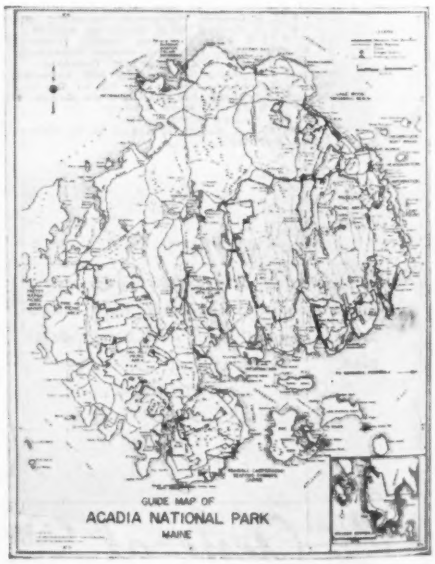
A far more suitable procedure would be to load the roll-film camera with single pieces of high contrast sheet film cut to the proper size. The principal drawback in this method is that the camera must be loaded and unloaded in the darkroom or a light-tight closet after every exposure. However, since most copying work is done indoors, darkroom loading need not be too great a handicap.

Is it apparent now why you shouldn't attempt to make a portrait of your wife, a copy of a map, and a stop-action picture on the same type of film? Let's analyze these typical subjects and try to write the specifications of the film most likely to give us successful negatives.

For portraiture of women, let us agree that panchromatic sensitivity is essential. Anyone inclined to debate the matter should make comparative portraits of his favorite female subject on pan and ortho films and let her decide which print she likes best. Pan will win, hands down, every time. In addition to pan sensitivity, a portrait film should have sufficient contrast to allow good separation, especially in flesh tones. There should be a smooth progression of gray values, without undue flatness at the one extreme or harshness at the other. Pan sensitivity and pleasing contrast are the two most important qualities. Good exposure latitude is desirable, but not essential because lighting can be carefully controlled and there is always plenty of time in portraiture to take careful meter readings. If you plan to enlarge the image to any great extent, you'll naturally want a finegrain negative. Extreme film speed is not necessary.

The big-camera man, taking everything into consideration, may select a film with an exposure index number of 50 in daylight, although he is more likely to use a film rated around 100. For smaller roll-film cameras the wisest selection would probably be a film in the "50" group.

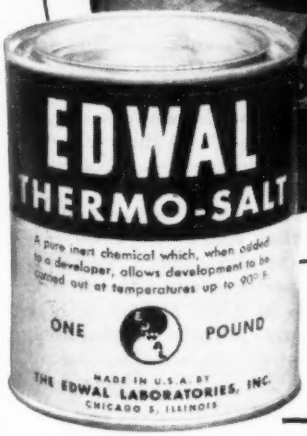
And now for that job of copying a map—black lines on a white background. This is a high-contrast subject with a lot of fine detail and, to get the best possible copy, we should make the negative on



Copying printed matter and line drawings calls for a contrast film. Ordinary roll films of medium contrast give you flat results (left) even if the development is lengthened. With process sheet film, sparkling prints are easily obtained (right).

IN HOT WEATHER USE THESE

FILM-*Saving...* PAPER-*Saving...* EDWAL AIDS!



EDWAL THERMO-SALT

This summer when cold water runs warm, process your film and prints with safety by adding Thermo-Salt to any developer and shortstop. It prevents emulsion-swelling, even though solution temperatures reach 90° F. One pound size (treats 18 pts. of solution) ..... **45¢.**

- **Prevent emulsion-swelling and reticulation in negatives.**
- **Prevent blocked-up high-lights and staining in prints.**

1. EDWAL THERMO-SALT
2. EDWAL THERMO-FINE
3. EDWAL QUICK-FIX
4. EDWAL CHROME HARDENER

THERMO-FINE DEVELOPER

is a money-saver in more ways than one. It already contains Thermo-Salt, Edwal's effective "heat beater". Quart (develops 8 to 10 rolls), only.....**45¢.**

QUICK-FIX

Here's the ideal fixing bath for hot weather because of its thorough hardening action. Fixes film and paper in two to three minutes! . . . Requires shorter wash period. Fixes 3 times as much film or paper as hypo fixers. One gallon size (1 qt. concentrate) .... **$1.25.**

CHROME HARDENER

For extra protection, scratch-proof negatives with Edwal Chrome Hardener. Contains Thermo-Salt to prevent emulsion-swelling before hardening action begins. One pound size (makes 12 pts. of hardener) ..... **60¢.**

Get these Edwal Products at your local Photo Dealer.

THE EDWAL LABORATORIES, INC.
Dept. 8PP, 732 Federal St., Chicago 5, Ill.
Please send Laboratory Data Sheet No. 103 on "Hot-Weather Developing Technique" and literature on Edwal photo products—all without charge.

Name ..... (PLEASE PRINT)

Address .....

City ..... *Zone* .....

State .....

DETROIT PUBLIC LIBRARY

The* EDWAL *Laboratories, Inc.
732 FEDERAL STREET, CHICAGO 5, ILLINOIS
In Canada: W. E. Booth Co., Ltd., Toronto and Montreal

New 500 WATT GoldE MASTER PROJECTOR

BRILLIANTLY PROJECTS FULL RANGE OF SLIDES AND FILMSTRIP

2¼ x 2¼
2¼ x 3¼
2 x 2 (35 mm.)
828
3¼ x 4
Color and Black & White Slides
PLUS
Single and Double Frame
FILMSTRIP

● Another *GoldE* development brings you *more for your money!* The MASTER takes up to 500 watt lamp for brilliant projection of color and black & white. Cooler operating. Choice of 6½", 9" or 12" fully corrected Anastigmat lens. Hairline focusing. Quick, positive tilt control. Many other features. Immediate delivery.

New GoldE FILMASK* Slide Binders and Glasses

Now available. Easy to use. Prevents warped film or twisted image. Automatic centering tabs. Transparency stays in focus.

AT YOUR DEALER. WRITE FOR BULLETIN NO. 472

*Trade Mark Reg.

GoldE Manufacturing Co. 1222-E West Madison St., Chicago 7, Ill.

LENS *Clearance* SALE

All Lenses listed are like new; subject to 10-day money-back guarantee.

4⅛"	Voigtlander Skopar F4.5 in Ibsor Shutter	$15.00
4½"	Ernemann Wide Angle F1 8 in Barrel	17.50
5½"	Kodak Anastigmat F4.5 in Barrel	25.00
6"	Rodenstock Apochromat F9 in Barrel	17.50
7¼"	Wollensak Velostigmat F6.3 in Betax Shutter	35.00
7½"	Schneider Xenar F4.5 in Compound Shutter	72.50
7½"	Schneider Xenar F3.5 in Sunkmount, Coated	87.50
9½"	Wollensak Velostigmat F4.5 in Betax Shutter, Coated	150.00
12"	Turner-Reich F6.8 in Betax Shutter, Coated	167.50
12"	Wollensak Velostigmat, F4.5 in Betax Shutter, Coated	167.50
14"	Dallmeyer Telephoto F5.6 in Focusing Mount	75.00
15"	Graflex Tele-Optar F5.6 in Barrel, Coated	172.50
16½"	Ross Homocentric F7.7 in Barrel	97.50

BRAND NEW

12"	Goerz Artar in Acme Shutter	$229.22
12"	Goerz Dagor in Acme Shutter	309.95

MAIL ORDERS PROMPTLY FILLED
TRADES ACCEPTED

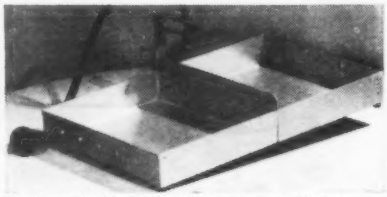
CIRCLE 7-0070 · PERSONAL ATTENTION · EVERYTHING PHOTOGRAPHIC

RABSONS
111 W. 52 ST., NEW YORK

FASTEST PRINT WASHER ON THE MARKET

Cleaner, Brighter
Hypo-Free Prints
With the New

SPEED-WASHER



(For Professional or Amateur Use)

JUST TURN ON THE WATER . . .
SPEED-WASHER WILL DO THE REST

- Has two separate washing compartments
- Changes water several times a minute
- Moves the prints, moves the water
- Keeps fresh water between prints
- Cannot injure prints
- Rocks back and forth

HOSE FITS OVER ANY FAUCET
WASHER DRAINS into ANY SINK

For prints 8" x 10" and smaller. Complete, ready to use, at only **$6.95**

If your dealer does not have the SPEED-WASHER send his name and your order direct to us. Enclose check or money order.

METAL PRODUCTS CO.
APPLETON - - WISCONSIN

an inherently contrasty film having fine grain and high resolving power.

As long as the lines are black, the film need only have common, every-day blue sensitivity, but if we wish to reproduce colored lines in tones which resemble their original relative brightness, ortho or pan film will be necessary.

Speed is of no importance in copying, and wide exposure latitude is not necessary. As a matter of fact, it would be pretty difficult to find an extreme contrast film that did offer much latitude in exposure. Considering the nature of the original map and the sharp, clear-cut reproduction we'd like to get, the best choice for the sheet-film camera will be a film of the type sold under the general name "Process." For roll-film cameras we can use the same film cut down to fit, loaded into the camera in a darkroom. The man with the miniature will ask the photo clerk for Micro-file or Minipan.

A word of warning may be in order here. Since the latitude of high-contrast films is not great, correct exposure is important. Overexposure will tend to veil over the lines corresponding to the roads on our map. Underexposure may fail to give sufficient density in the highlight areas causing the white background of the map to print as a dirty gray tone. Follow the film instruction sheet carefully for best results.

For the stop-action picture our first concern is film speed—we need a film fast enough to allow good exposures at small lens apertures when the shutter is set at speeds of 1/400 second or higher. Wide exposure latitude is probably of next importance—to cover up for us if the exposure is off. We'll have to take grain size as it comes.

If the light is very poor and extra photographic lighting not available, load the holders with film from the box marked Triple S Pan, or Sports Type, both of which offer extreme speed and panchromatic sensitivity.

When the existing light is bright, or when synchronized flash is possible, good pictures can usually be had with films rated at about 100. Press photographers use films in this group for most of the pictures we see in our newspapers and magazines. Sheet films of this speed are sold in both pan and ortho emulsions, roll and 35 mm in pan sensitivity only.

Knowing which type of film is most likely to produce the desired results under a given set of circumstances will help us get the best possible picture of the wide variety of subject matter that passes before our camera lens. But what is one to do if he must make the picture *now*, and neither he nor the dealer happens to have the proper film on hand? Or still worse—what to do if the best type of film for the job is not supplied in a size or form to fit his camera? Clearly, such conditions call for compromise. One must take the best film available and manipulate things in such manner as to achieve, as closely as possible, the most satisfactory results.

For example, if we know that the exposure is barely sufficient, we can use an energetic developer and prolong the

WESTEN'S

Largest Mail Order Supply Service in the West for Cameras and Equipment—Orders Sent to Every Continent!

— All Orders Personally Supervised by H. A. Westen —

$99.50 NEW BRISKIN MAGAZINE 8 CAMERA

With ½" F2.5 Universal Focus Coated Lens...$ 99.50
With ½" F1.9 Focusing Mount Coated Lens... 122.50
Amazingly compact, precision-built, handsomely styled in morocco leather. Note these features: Automatic magazine load . . . single frame exposure . . . four speeds . . . coated lenses! Here's better movie-making for everyone—and at a low price! You'll like the Briskin Magazine 8!

FAMOUS REVERE MAGAZINE MOVIE CAMERA, 8 mm. with F2.5 coated lens—a mighty fine buy! **$132.50**

REVERE MOVIE PROJECTORS, incl. Fed. tax..$120.00
8MM DEJUR 750 WATT PROJ. WITH CASE.... 176.50

WRITE WESTEN'S . . . for other MOVIE EQUIPMENT NEEDS! (Above is the new Briskin Magazine 8.)

WE SUPPLY PHOTOGRAPHIC EQUIPMENT FOR SCHOOLS AND G. I. STUDENTS! Send a list of your School's Photographic Needs to WESTEN'S. We have for immediate delivery:

4x5 Press Cameras	Camera Stands
4x5 View Cameras	Lenses
4x5 Enlargers	Holders
Enlarging Lenses	Tripods
Focusing Cloths	Boom-lights
Changing Bags	Spot-lights, etc.

USED CAMERAS! Orders Filled in Order Received!

Super Ikonta A Spec. F3.5 Tessar with King Sol Flash	$225.00
Exacta Jr. F3.5	95.00
Plaubel Makina F2.9	75.00
9x12 Welta F4.5 cpl. rgf.	95.00
9x12 Goerz 6" Dagor acc.	95.00
Reflex Korelle I F2.9	135.00
6x13 Heidoscope F4.5 Tessar	250.00
Rolleiflex F3.8 Heiland Sol. Synchr.	215.00
Super Kodak 620	225.00
Super Ikomat F3.5 Tessar cpl. rgf.	135.00
250 exp. Leica F3.5	350.00
35 mm Canon F3.5	150.00
Perfex 55 F2.8	80.00
Clarus F2.8 coated w/c	95.00
Mercury I F3.5	35.00
Mercury II F2.7	65.00
B&J Min. Press F4.5 coated rgf.	$165.00
118 Ica F4.5 roll & cutfilm	65.00
3A Graflex, box only	15.00
120 Voigtlander Bessa F3.5 rgf.	125.00
Vest Pocket Erneman F1.8 1/1000 sec. acc.	125.00
9x12 Kawee F4.5 Tessar Spring back	95.00
4x5 Nu Vue	45.00
4x5 Telegraflex F4.5	145.00
4x5 Graflex Stat. back Tessar F4.5	115.00
5x7 Graflex B, box only	50.00
5x7 Compact Graflex 8¼ F4.5	99.00
5x7 Press Graflex 8¼ Cooke	115.00
8x10 Korona View	55.00

WANTED Movie Equipment

1½ F3.5 Telephoto for Revere, Keyst., Perfex, etc.	$ 39.00
1½ F3.5 Telephoto for B&H 8	49.50
Wide Angle att. for Revere, Keyst., B&H, etc., coated	29.50
Case for Revere Proj.	15.00
Comb. case for Revere Turret	15.00
Everr. case for Revere, B&H, Keystone, Cine 8	9.50
2½" F2.7 Telephoto EK for 8 or 16	75.80
300 Ft. Reel & Can $1.20; 12 for	12.00
Filter & Sunshade set (4 filters) for all makes of movie cameras	9.25

SHIPMENTS OF IMPORTED GERMAN CAMERAS ARRIVING

In limited quantities—place orders now for AUT. ROLLEIFLEX $300.00
LEICA Cameras, Contax Lenses. We're filling orders continually—quantities limited, of course—so first orders filled first. Order now for August-September delivery.

Deardorff Precision Camera

—you've been waiting for this!

5x7 Size **$136.50** Incl. Tax

At last available! In stock now for immediate delivery. Other sizes available soon. Place orders now.

CASES AND REDUCING BACKS NOW AVAILABLE! THIS IS NEWS!

BARGAINS of the MONTH!

Printex Studio Stand, was $27.50; now	$ 13.75
TDC 300 Watt Proj. w/c, was $64.00; now	42.50
Valette 16 mm Proj. 1,000 Watt w/c, was $247.00; now	175.00

4x5 Press Cameras

Printex $79.50; OUTFIT	$241.00
Ramlose $87.50; OUTFIT	249.00
Meridian $225.00; OUTFIT	359.00

OUTFIT CONSISTS OF: Camera, Lens, Rgf., Flash, etc. Orders filled immediately from stock. Write WESTEN'S, Santa Barbara.

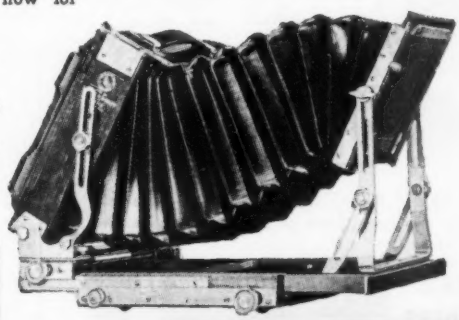
WE BUY CAMERAS—

If you've a Camera you're not using, we'll buy it from you at high prices . . . or accept it as a trade-in on new equipment you want.

WRITE for List of Enlargers! Specify size wanted, please.

NEW! Telephoto Att.

For Argus C3, EK35, Perfex, Clarus, $49.50. Immediate delivery.



Price changes make a general catalog impractical at this time. Write for specific items

SALE OF SELECTED LENSES!

2" F2.9 Meyer Trioplan bbl., new	$ 39.00
3" F4.5 Kodak Anst. Compur, used	22.50
3" F4.5 Goerz Dagmar Compur, used	22.50
3" F4.5 Zeiss Tessar Cpr., used	25.00
8 cm F2.8 Zeiss Tessar Cpr. Rapid, new	95.00
105 cm F2.7 Meyer Plasmat Compur, new	145.00
5" F4.7 Ektar coated flash shutter, new	75.64
5¼ F4.7 Optar, coated Synchro, new	74.50
90 mm Wide angle F6.8 coated Chronos	59.00
5x7 W. A. Wollensak, Betax, new	59.00
7" F4 Verito bbl.	35.00
18 cm Zeiss Tessar F4.5 Compound, used	125.00
8¼ Goerz Syntor F4.5 barrel, used	60.00
8¼ Goerz Dagor F6.8 Synchro, new	229.50
8¼ Goerz Dagor F6.8 Acme, new	194.50
8½-14-20 T.R. Convertible Synchro, new	186.00
10½-18-24 T.R. Convertible Alphax, new	178.40
10½-18-24 T.R. Convertible Acme, new	196.00
21 cm F3.5 Xenar Barrel, new	120.00
9" F3.5 Dallmeyer Dalmac coated bbl., used	110.00
24 cm F4.5 Xenar bbl., new	135.00
14" F6.8 Schneider Symmar, Dagor type, bbl.	175.00
14¼ F7.7 Meyer Anast. Dagor type Compound	250.00
15"-24-36 T.R. Convertible Shutter, used	115.00
Gundlach Anst. F6.3 covers 11x14, Betax, used	95.00
14" F6.3 Ektar coated bbl., new	236.67

Two-Purpose Combination Lenses

These lenses are furnished in shutters, with a separate matching barrel mount and iris diaphragm:

12" F6.8 Goerz Dagor, Acme	$280.00
21 cm F3.5 Xenar, Universal	185.00
7¾" F4.5 Meyer Aristogmat, Acme	150.00
18 cm F3.5 Xenar Acme	145.00
18 cm F4.5 Xenar Acme	125.00
12 cm F3.5 Zeiss Tessar Synchro	145.00
10.5 cm F3.5 Zeiss Tessar Synchro	125.00

Sale of Used Enlarging Lenses

2" F4.5 Ektar, special	$ 27.50
3½" F4.5 Apos, special	17.50
3½" F4.5 Wollensak, special	22.50
5 cm F4.5 Schneider, Micrometer Foc.	27.50
75 mm F3.5 Schneider, Micrometer Foc.	32.50
6½" F4.5 Ilex Paragon, special	41.00
161 mm F4.5 Kodak, special	47.50
7½" F4.5 Paragon, special	47.50
8½" F4.5 Velostigmat, special	89.00

Supplies You've Wanted

Flashbulbs GE 50, case lots	$ 15.60
Flashbulbs GE 31, case lots	16.95
Packard Shutters No. 6	12.50
4x5 Omega Enlargers	199.80
5x7 Elwood Spec. Enlargers	114.00
Marshall Densitometer	55.00
SPECIAL OFFER: Shipped prepaid, GE Meter w/case	26.95

HOLDERS, ETC.

2¼x3¼ for Graphic	$ 4.00
3¼x4¼ for Graphic	4.08
4x5 for Graphic	4.21
5x7 Holders	4.50
Acc. back for Kodak Medalist	40.83
Springback for 6x9 or 9x12	14.38
2¼x3¼ Graflex Filmpack Adapt.	7.64
Double Holders for 3¼x4¼ or 9x12 Cameras, Recomar type, metal	4.50
Double Holders for 2¼x3¼ for Medalist and Recomar type Cameras, metal	3.50
Filmpack Adapter for 3¼x4¼ or 9x12 Cameras, Recomar type	5.50
Filmpack Adapter for 2¼x3¼ Cameras, Recomar type and Medalist	5.25

STAINLESS STEEL HANGERS

2¼x3¼, 3¼x4¼, or 4x5 and 5x7, each	$ 0.68
Order a dozen, for just	6.50

BOOKS YOU NEED

Photo-Lab Index, Latest Deluxe Edition	$ 16.00
Encyclopedia of Photography, 9 volumes & index	37.50

PLEASE ADD 2½% for Sales Tax in California.

Check with Order Speeds Delivery
C.O.D. Shipments Must Have 25% Deposit
Write Us Your Needs—We'll Fill Them!

Westen's
SANTA BARBARA, CALIFORNIA

Diversity of California Scenery that the movies found invaluable, gives students of the Fred Archer School different and challenging problems on every field trip. Even snow photography—less than an hour away from the school—is a frequent objective for winter and spring trips.

Full-time Course . . . 24 Months . . . Co-educational

★ *Brochure P-2 sent on request*

THE FRED ARCHER SCHOOL OF PHOTOGRAPHY A NON-PROFIT INSTITUTION

2510 WEST 7TH STREET ★ LOS ANGELES 5, CALIFORNIA

DIRECTOR: FRED R. ARCHER, F.P.S.A. ADMINISTRATION: SEYMOUR L. ELKINS

PB *California* **FILTER KITS**

FOR COLOR and BLACK & WHITE PHOTOGRAPHY

Owners of MERCURY II Attention!

The specially designed PB Filter Kit for your camera will increase the perfection of your pictures far beyond its modest cost.

Also Precision Designed Filter Kits for

- ARGUS A, C2 AND C3
- ARGOFLEX*
- KODAK 35
- KODAK BANTAM 4.5 AND 5.6
- LEICA
- PERFEX

Kit includes: PB chrome-aluminum lens-shade & filter holder; K2 yellow, 25 A red, haze and type A conversion filters and pouch.

* Supplied with green filter instead of conversion type A.

$8.95

Specify camera model when ordering from your dealer or...

PONDER & BEST, INC.
1230 S. GRAND AVENUE
LOS ANGELES 15, CALIF.

NEW LOW PRICE NATIONAL 4x5 Cold Light ENLARGER

$99.50 LESS LENS

$10 DOWN $10 A MONTH No Extra Cost

- *The Finer Enlarger You've Always Wanted*
- PORTRAIT STUDIOS SAY IT'S TOPS
- FOR PERFECT COLOR AND BLACK AND WHITE ENLARGEMENTS

Enjoy the thrill of enlarging your favorite pictures right in your own home. Takes all standard negative sizes from 35mm to 4" x 5".

MAIL ORDERS *Shipped Anywhere in U.S.A.*

Colonial, Dept. 33
25 State St., Detroit 26, Mich.

Please send me the National 4 x 5 Cold Light Enlarger at $99.50.
☐ Full payment enclosed. ☐ Down payment enclosed. ☐ Send C.O.D.

Name
Address
City

developing time. This may lead to rather contrasty negatives, but you will get maximum shadow detail. If necessary, make the print on soft paper to keep print contrast within reasonable bounds.

It's hardly possible to get finegrain negatives on a coarse-grained film, but grain size will be less noticeable if you give the minimum correct exposure (just enough to hold shadow detail) and develop the negative in a "finegrain" formula. One shouldn't overdevelop, either. Carry development no farther than is necessary to get satisfactory contrast.

When there is nothing but panchromatic film on hand and ortho color response is desired, use a red-absorbing filter (green) over the camera lens. While it should seldom be necessary, a pan film can be made to see the subject much as a non color-sensitized film would by making the exposure through a deep blue filter. Of course, there is no way of reversing things. That is to say, of producing panchromatic color response in an ortho or blue-sensitive film.

There isn't much that can be done about latitude, either. The film has it, or it doesn't. Be very careful about giving correct exposure and don't overdevelop. Fortunately, most of the more commonly used films have good exposure latitude.

And finally, to step up the contrast of a film, give the minimum correct exposure and maximum development. This is practical within limits, but if the developing is carried too far fog may be formed on the film and the effective contrast reduced.

Tricks like these are valuable because they sometimes help us get a better picture than would be possible if the film at hand were used in the normal manner. But for top-notch photographs—pictures that say "made by a skillful photographer"—analyze the requirements of your camera subject carefully, and use the film to fit that subject.

LIBRARY REQUESTS AWARDS DISPLAY

A comprehensive photographic exhibit of the recent Academy Awards show, depicting the entire presentation, is being prepared by the Academy of Motion Picture Arts and Sciences for display in the Library of Congress at the request of John G. Bradley, director of the motion picture division.

ANSWERS TO PIX-QUIZ

(See Page 20)

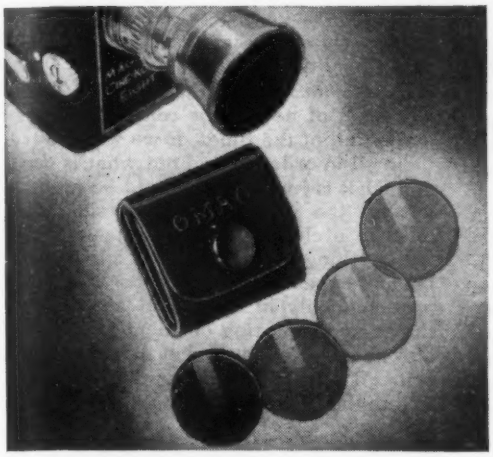
1. (2) a colloquialism for developing solution.
2. (2) a bright area which disturbs the composition of a print.
3. (4) a special technique used in enlarging.

Think up some questions yourself! POPULAR PHOTOGRAPHY will send you three dollars and the original Popko drawing, suitable for framing, which is used to illustrate your quiz question. So send in your pet problems, and let's see if you can stump the experts. Unused contributions cannot be returned.

DETROIT PUBLIC LIBRARY

MAKE YOUR *Good* VACATION PICTURES *Great!*

with *Chess-United* Precision Accessories and OMAG solid optical glass Filters



*Chess-United**

215 Universal Sunshade Filter Kit (for both black & white and color)

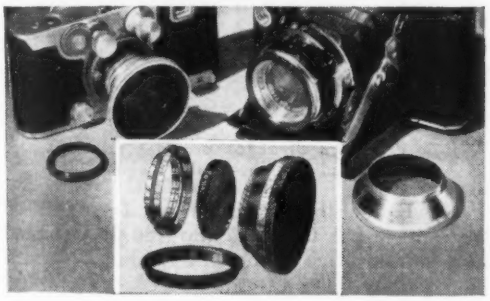
All-purpose kit containing a precision CHESS-UNITED Sunshade Filter Holder and four OMAG 21.5 mm. Filters: Y-2; R-2; ChromeHaze; and the world-famous ChromA. Price, for all types of miniature or movie cameras: $9.50 plus tax, except 215ES for Kodak 16 mm., 1" f:1.9, $10.35 plus tax.

Chess-United

215 Color Sunshade Filter Kit

Contains a precision CHESS-UNITED Sunshade Filter Holder and two OMAG 21.5 mm. Filters: ChromeHaze and ChromA Price, for all types of cameras—miniature and movie: $6.50 plus tax, except 215ES for Kodak 16 mm., 1" f:1.9, $7.35 plus tax.

ATTENTION! ARGUS OWNERS! CHESS-UNITED Iris Diaphragm Control†, for Argus "C" models, free with 215GS Sunshade. Permits setting lens aperture without removing sunshade.



Chess-United

ADAPTERS and LENS SHADES
For Series V, VI, and VII

Lens Shade and Adapter Mount are chrome-plated and camera satin-finished ... precision-machined for easy adjustment and close tolerance fit with specially engineered exclusive "no flare" features. All parts are interchangeable with Series size attachments that you might have now. Prices: Lens Shades: Series V—$2.15; Series VI—$2.60; Series VII—$3.75. Adapters: Series V—$1.25 (except bayonet type for Rolleiflex and Rolleicord—$1.85); Series VI—$1.75; Series VII—$2.40.

OMAG* De Luxe Filter Discs

All OMAG Filter Discs are precision-calibrated for color and density and tested to rigid standards for optical performance. Prices (except ChromA): Series V—$2.75; Series VI—$3.25; Series VII—$6.50. OMAG ChromA (Conversion Filter for using both indoor Kodachrome and Ansco Color Film outdoors): Series V—$2.95; Series VI—$3.50; Series VII—$8.50.

OMAG De Luxe Filter Kits

For Series V, VI, and VII Adapters. Contains four most-used filters in hand-made, satin-lined case. Black-and-White Kit (0-2 Medium Orange, Y-2 Medium Yellow, G-2 Medium Green, R-2 Medium Red). Prices: Series V—$10.50; Series VI—$12.50; Series VII—$25.50. Color Kit (ChromA, Chromeflash, Haze, Blue): Prices: Series V—$10.70; Series VI—$12.75; Series VII—$28.50.

Look for Chess-United's OMAG Display Cabinet on your dealer's counter. It makes it easy for you to select the filters you need. For further information see your dealer—or write direct. Be sure to mention your camera and lens and dealer's name.

Chess-United Co., Inc.

Dept. 53
95 Madison Avenue, New York 16, N. Y.

*REG. U. S. PAT. OFF. †PAT. APP. FOR

IT'S HERE!

THE AMAZING
COLONEL
CAMERA WITH SYNCHRONIZED PHOTOFLASH ATTACHMENT

THE "EASIEST-TO-OPERATE" FLASH CAMERA EVER MADE!

PERFECT FOR PICTURE-TAKING ANY TIME — ANYWHERE

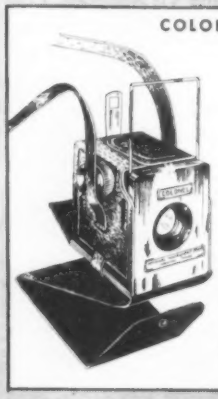
BATTERIES EASILY REPLACED EVEN WHEN CAMERA IS LOADED

$7.95 complete

USES G. E. No. 5 OR WABASH PRESS 25 FLASH BULBS

- TAKES 12 BIG 2¼ x 2½ PICTURES ON 620 FILM
- All-aluminum body, beautifully leatherette covered. Satin-finished back and front.
- Built-in sychronizing switch pre-set at factory gives correctly exposed, sharp pictures.
- Takes daylight snapshots from 6 feet to infinity.
- Sturdy, sports-type viewfinder — retractable.
- 85 mm. precision meniscus taking lens.

COLONEL EVER-READY CARRYING CASE



$1

Affords complete protection for the Colonel. Camera in case instantly ready to shoot — with or without flash unit.

SEE IT AT YOUR DEALERS TODAY! IF NOT IN HIS STOCK, WRITE US

NATIONAL INSTRUMENT CORPORATION
2332 BELLAIRE BLVD. HOUSTON 5, TEXAS

WARD PEASE DISCUSSES

TYPES of PHOTOGRAPHERS

THERE are many different kinds of photographers and I am not referring to the usual classification of professional and amateur or commercial, news, magazine, free-lance, etc. I am thinking of the different kinds, all of whom consider themselves under the general heading of amateurs—those who belong to camera clubs like yours and mine. You may even recognize yourself or some of your fellows among the classifications used here. Often the novice has not yet found himself when he joins a club and he does not fall into any class except that of beginner. Sooner or later he will fit into one group or another. This does not refer so much to the type of picture that he prefers to make as to his whole attitude toward amateur photography, which is something else again. The classifications I have in mind are: critical, political, gadgeteering, technical, educational, and print making. These classifications do not permit sharp lines of distinction. One individual may fit partially into two or more classifications, but sooner or later, one will dominate.

Just as it takes all kinds of individuals to make up this world, all of these different classifications of photographers are good for any well-rounded camera club. It may seem difficult to find any value in some of the above classifications, but let us look them over. It sometimes happens that the club member who can make the best prints can tell why a print is good; sometimes he cannot. In addition to knowing why a print may be good or not, it takes the ability to explain it in words of one syllable for the rest to comprehend, in order to make a good critic. This ability to grasp quickly that which makes a print good or bad, and to express it well, is more important in a critic than the ability to make a good print. Frequently this comes only after the stage of making good prints has been reached, but that stage may be passed through rather quickly. Perhaps even one outstanding print way back in the past may be sufficient.

The political photographers are necessary too. We need someone to handle the organization and operation of camera clubs and other groups. More often than not it takes a type of temperament all its own. While most of the political jobs do not require too much in the way of particularized attention, to do well as president, treasurer, or chairman of house or program committees usually takes a specialized skill. Unfortunately these jobs also take a lot of time. I have seen too many cases where the acquisition of one of these jobs has crowded out equally worthy activities, such as print making. The overdoing of any one of the types of activities under discussion can lead to moderately unpleasant results. An overdose of politics is almost sure to.

How about the gadget collector? There is a flood of new items coming onto the market all of the time. If we were to try them all in order to find out what is good and what is junk, there would be no time left for the making of pictures. Those folks in a club or other group who will try anything once, save us a lot of trouble and expense. They serve a good purpose, not only in trying out all of these things and reporting on them for us, but also in keeping the market in a good fluid state. There is always something moving into the used equipment market for those

Program director provides the models for "Studio Night at the Camera Club."

who feel that when the first 1 per cent of usage has taken off the first 50 per cent of the price is the time to buy. Others closely related to the gadgeteer group try all of the new papers and films as they come onto the market and report on them, thus saving a lot of time and trouble for those who do not want to miss any good bets in new developments.

The big laboratories maintained by the manufacturers of photographic supplies and equipment do not leave as much for discovery by the technical amateur in photography as has been the case in the past in radio, for instance. When it comes to the development of new things in films, papers, or cameras, the amateur research worker does not have much of an opportunity. But in determining methods of utilization, the amateur has done better. I sometimes wonder if the big laboratories do not have all that they can do to keep ahead of the amateurs in some cases, such as the evolution of the various methods of utilizing the color materials, often in ways not intended by their manufacturer, in the earlier research on finegrain development, in shutter testing (much to the discomfiture of the makers of some kinds of shutters), and in some branches of gadget making.

Whenever a camera club conducts a school, either for its members or for others, it soon becomes apparent that some people are better than others at imparting their knowledge of things photographic. Here is where the educational

MINIFILM OFFERS YOU THIS $12.50 SUNSHADE AND COMPLETE FILTER KIT Free

with your order of one of these LIKE BRAND NEW CAMERAS

Excellent, clean, perfect working condition
Highest quality imported cameras
10-Day Free Trial Period!

FREE GIFT!

Free Aluminum sunshade and complete filter kit to fit the camera you desire, giving you a most necessary accessory combination to obtain maximum results with the camera you select. Value $12.50. Yours free with each Leica, Contax, Rolleiflex and Ikonta purchased. Take advantage of this friend-winning introductory offer right NOW!

NEW CAMERAS

35mm Argus A 2, F 4.5 coated, Case ..... $ 29.85
35mm Argus C 3, F 3.5 coated, Case 70.33
35mm Perfex 55, F 2.8 cpld. Rfdr, CC 97.90
35mm Clarus F 2.8, cpld. coated, CC 122.00
Vokar F 2.8, cpld. coated, CC 86.50
Mercury II, F 2.7 coated, CC 86.50
Argoflex F 4.5, CC 120 size, coated 69.63
Ciroflex F 3.5, Alphax Shutter, CC..... 73.50
120 Monte Carlo Folding F 4.5..... 45.40
120 Monte Carlo Folding F 3.5..... 56.40
Kodak "35", rfdr., F 3.5..... 80.81
Kodak Reflex, 120, F 3.5, case..... 120.42
Kodak Medalist II, F 3.5 Ektar..... 262.50
Micro "16" Camera & 2 Boxes Micro Film 31.50
Leica IIC, F 3.5 Ektar, coated..... 297.00
Leica IIIC, F 2 Summitar, coated..... 392.00
New Rolleicord, F 3.5 Triotar, case.. 165.00
Automatic Rolleiflex, F 3.5 Xenter.... 300.00

Add Interest to Your Films!

Auxiliary 8MM and 16MM Movie Lenses!

15mm E. K. F 2.7 W. A. lens & adapter .$ 74.15
17mm Wollensak F 2.7 Focusing mount. 62.50
1 inch F 1.9 E. K. coated lens 95.03
1 inch F 3.5 T.H.C lens 25.00
2 inch F 1.6 E. K. coated lens..... 119.40
Wide angle att. for Revere, Keystone, Perfex, Bolex 8, Kodak..... 27.50
38mm, F 3.5 tele. lens Wollensak for 8mm 39.50
1½"—F 1.9 Cinor lens for 8mm..... 52.60
2"—F 3.5 Elgeet Fixed focus tele. coated 33.56
1½"—F 3.5 Elgeet Fixed focus tele. coated 26.18
1½"—F 3.5 Elgeet Focusing mount, coated 41.94
1½"—F 2.5 Elgeet Focusing mount, coated 51.46

FILM

ROLL—MOVIE—35MM—PACK

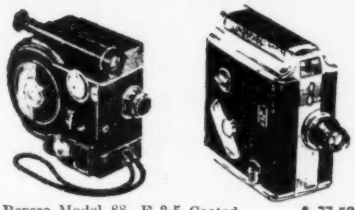
Ansco & Kodak—Minimum Order 3 rolls
127 ..27c 120-620..33c 116-616..38c
Ansco—120-620 Color Roll Film....$1.11
Memo Cart Ansco Supreme..... .71
Kodachrome 35mm 20 Exp. Day & Type A 3.04
35mm Frame Numbered Minifilm Daylight Loading Cartridges 36 EXP. Eastman Super XX, Plus X, Panatomic X, Ansco Supreme, Ultra Speed, each ..... .65
25 ft. Bulk....$1.00 100 Ft..... 3.50

SPECIAL

100 ft. 35mm Bulk film—your preference 35mm Daylight loader—100 ft. capacity $8.85
8mm Kin-O-Lux #2 (Weston 12)... 1.65
8mm Kin-O-Lux #3 (Weston 50)... 2.40
8mm Kin-O-Lux G.S. (Weston 100).. 2.40
Kodak 8mm Kodachrome Dbl. 8..... 3.76
Ansco 16mm Triple 5 Pan 100 ft.. 6.60
Kodak 16mm Super X Pan 100 ft.. 6.60
Kodak 16mm Kodachrome 100 ft.. 8.86
Ansco 16mm Color 100 ft..... 8.75
Kodak 16mm Kodachrome 50 ft. mag. 5.81
4x5 Ansco Superpan Press, per doz... 1.86

35MM Ansco Color Reloads, 20 EXP. 6 rolls for..... $5.00

NEW 8MM CAMERAS AND PROJECTORS

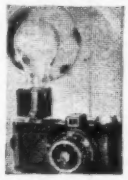


Revere Model 88, F 2.5 Coated .....$ 77.50
Revere Model 99, F 2.8 Turret 110.00
Revere Model 70, Mag. Load, F 2.8 Coated B&L 127.50
Briskin 8mm Mag. Camera, F 2.5 lens $99.50; F 1.9 lens..... 122.50
Bell & Howell 8mm Sportster, F 2.5 lens, coated 102.61
Bell & Howell 8mm Aristocrat, F 2.5 lens, turret, coated..... 156.98
Keystone 8mm, Model K 8, F 2.5 Wollensak coated 64.50
Keystone 8mm Model K8, F 1.9 Wollensak coated 91.50
Bolex L 8—8mm F 2.8 Yvar lens..... 139.48
Perfex 8mm Mag. Camera, F 2.5 coated Wollensak 89.50
Revere Deluxe Proj., 500 W 8mm..... 120.00
Keystone R 8 Proj. 500 W 8mm..... 74.50
Ampro 8mm Proj. 750 W, 400 Ft. CC.. 168.00
DeJur 8mm Proj. 750 W, 400 Ft. CC.. 174.00
Bell & Howell 8mm Proj. Master 400.. 177.45

NEW 16MM CAMERAS and PROJECTORS

16mm Cinklox, F 2.5 coated Wollensak.$ 76.15
16mm Bolex H 16, Turret, Frame Counter, F 1.9 Kodak lens..... 365.65
16mm B & H Mag. Load Automaster, F 2.5 lens 305.15
16mm Valette, 750 W, 2000 Ft. arm, conv. to sound..... 217.50
L.N. 16mm Ampro Proj. 750 W, CC.... 175.00
16mm B & H Diplomat, 750 W, CC.. 273.30
16mm B & H Showmaster, 750 W, CC. 312.95
16mm Ampro Premier 20 Sound Proj... 540.00
16mm Movie Mite Sound Proj..... 295.00

CAMERAS for BEGINNERS



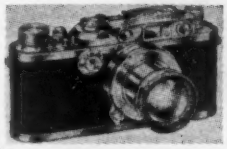
127 Clex-O-Flex Reflex Camera ..... $ 5.40
35mm Spartus Candid Camera, F 7.7 coated 12.50
Spartus Ful-Vue, 120 size 12 exp. Reflex.. 9.95
Hollywood Reflex, 120 size 12 exp. F 11 lens 16.95
Univex Uniflash Camera coated lens.... 8.75
120 Voigt Folding, 12 exp. 16.95
120 Voigt Folding, with flash gun.... 21.00
Univex Meteor Camera, built-in flash.. 15.00
127 Fed. Flash Camera, with Flash.. 11.85

LEICA LENSES

35mm Elmar F 3.5 W.A. lens.....$103.00
50mm Elmar F 3.5 lens..... 55.00
90mm Leitz Elmar F 4 lens..... 115.00
135mm Leitz Hektor F 4.5 Tele. lens.. 125.00
Leitz Chrome Vidom Finder..... 55.00
New Abbey Autoset Flash for Leica.. 50.00

Comb. Aluminum Panhead and 3 sect. Alum. Tripod for your camera.. $5.95

LEICAS



Standard Leica, F 3.5 Elmar & Case ..... $ 75.00
Russian Leica, Model D, cpld, F 3.5 Elmar, Case..... 95.00
Leica II, (Model D), cpld, F 3.5 Elmar, Case..... 140.00
Leica III, (Model F), chrome, F 3.5 Elmar, Case..... 195.00
Leica III A (Model G), chrome, F2 Summitar, Case..... 295.00
Leica III B, chrome, F 1.5 Xenon lens, Case..... 350.00

IKONTAS

Super Ikonta A, cpld, F 3.5 Tessar, Case.....$135.00
Super Ikonta B, F 2.8 Tessar, Case 210.00
Ikoflex III, F 2.8 Tessar, Case 325.50

CONTAXES

Contax Model I, F 2 Sonnar Lens, Case $175.00
Contax Model II, F 2 Sonnar, Case.. 275.00
Contax Model II, F 1.5 Sonnar, Case 325.00
Contax Model III, F 2, Sonnar, Case. 325.00
Contax Model III, F 1.5 Sonnar, Case 375.00

MISC. 35MM

35mm, Retina I, Ektar F 3.5 & Case.....$ 69.50
35mm, Retina II, F 2 Xenon, Case..... 175.00
35mm, Robot I, F2.8 Tessar..... 115.00
35mm, Weltini, RFDR, F 2 Xenon..... 185.00

ROLLEIS

Rolleicord I, F 4.5 Triotar lens, Case $125.00
Rolleicord II, F 3.5 Triotar lens, Case 145.00
Standard Rolleiflex, F 3.5 Tessar, Case 155.00
Late Standard Rolleiflex, F 3.5 Tessar, Case..... 285.00
Automatic Rolleiflex, F 3.5 Tessar, Case 310.00

YOUR USED EXPOSURE METER SAVES YOU $7 AT MINIFILM TOWARDS A NEW ONE!

Minifilm will allow you $7 or more on any exposure meter you have regardless of make, towards purchase of any of these new photoelectric exposure meters. Why risk using a worn or possibly defective exposure meter when you can have one that is perfect and brand new at this saving.

Weston Master 11 & Case.....$31.67
GE-DW 58 & Case..... 28.95
DeJur Autocritic 23.75
Hickok 26.75
DeJur Prof. "Lifetime" & Case..... 32.50

Write for Our Free New 1947 Catalog Now Available

Highest Trade-in Allowances for Your Camera!

Mail Orders Promptly Filled—Postpaid or C.O.D.

Note: On C.O.D.'s kindly include 10% Deposit with order; Balance C.O.D.

Minifilm CAMERA EXCHANGE

1190 AVENUE OF AMERICAS • NEW YORK CITY, N.Y.

MAIL THIS COUPON FOR JIFFY DELIVERY

MINIFILM CAMERA EXCHANGE, Dept. H,
1190 AVENUE OF THE AMERICAS, N.Y.C.
Please rush to me the following photo equipment:

.....

.....

.....For which I enclose.....

☐ Check here if you wish order sent C.O.D., ☐ or Postpaid.
☐ Check here if you want our Free New 1947 Catalog.

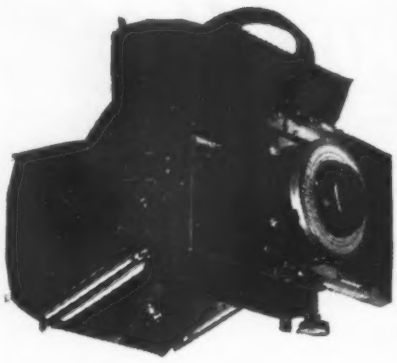
NAME .....

ADDRESS .....

CITY..... ZONE.... STATE.....

DETROIT PUBLIC LIBRARY

COLOR With Professional CAMERAS ! ! !



The Devin One-Shot Color Camera has long been THE camera used by all top professionals. Now this fine camera is available to advanced amateurs as well. Produces color photographs with accuracy of tone and definition not possible with other means.

One shot exposes three negatives! Equipped with TWO Devin Pellicle mirrors, it provides needle-sharp definition on all three separation negatives. Accurate color separation is assured. Pressure type metal plate-holders bring EVERY plate into perfect contact with built-in focal plane pins. Rising and falling front, swing and tilt, long bellows extension, and positive focusing lock. Balanced for both incandescent and daylight exposures without compensating filters. Also available with Graflex type holders. Lenses available.

The 6.5x9cm Devin is an exact duplicate of the larger model, except for its rigid front board necessitated by the addition of automatic range-finder focusing and a full vision direct viewfinder. Equipped with a 5½" coated f4.5 Goerz Dogmar lens.

Developing Tanks, 6-section Hard Rubber . . . $2.17

4x5 Baco Special Color Developing Tanks, hold 18 hangers . . . $7.46

Ektachrome Roll Film 120 - 620 - B2 - PB20

Ektachrome and Ansco Color Processing Kits

Harrison Color Meter with complete Filter Set . . $88.13

Ektar 8" f7.7, coated, in Supermatic Shutter . . . $77.72

Complete Stock of Dye Transfer Materials

Special Prices on Kodachrome Sheet Film Daylight and Type B

The West's Color Headquarters

BLEITZ CAMERA CO.

5338 Hollywood Blvd., Dept. A Hollywood 27, Calif.

Ciro-flex

AVAILABLE IN LIMITED QUANTITIES

• Ciro-flex, the all metal, precision built reflex camera, with twin synchronized Wollensak lenses, viewing hood with magnifier and sports-finder, flash and tripod fittings. Gives you a *print-size pre-view* of every picture you take!

CIRO CAMERAS, Inc.
425 South Sandusky, Delaware, Ohio

Now Available!

VOLUME 31

LITTLE TECHNICAL LIBRARY PHOTOGRAPHIC SERIES

• • •

LIGHTING YOUR PICTURES

By DON MOHLER

Here is the book designed to help you solve your lighting problem—to help you make better pictures.

It is a *must* for the amateur who wants to know the simple fundamentals of lighting, how many lights to use and why, when and how to use reflectors or diffusers, and other valuable, useful information. Profusely illustrated; handy pocket-size—an excellent addition to your photographic library.

95¢ *at book or camera stores, or direct from*

LITTLE TECHNICAL LIBRARY
185 N. Wabash Ave. • Chicago 1, ILL.

type shines. Such a member may not be able to make too good a print, may not be too apt in the application of the guiding rules of composition, but if he knows what it is all about and can convey this information to others, for this work he is well out ahead of the one who composes the best pictures, makes the most marvelous prints, but is completely inarticulate when he tries to explain what he has done.

To the photographer who feels that making the best possible prints is the all-important end in photographic work, all of these others appear to be just a sort of a side show. He is the print making type of photographer. Fortunately those in whom this phase of activity overshadows all others appear to be in the majority. After all, the finished product is what counts most.

If we want to excel in turning out these finished products we cannot spend too much time fooling around in the side shows—even though they are a lot of fun. If not indulged in to excess, they can provide a welcome relief from monotony within our chosen hobby.—

A Homebuilt Reflector

(*Continued from page* 81)

maximum reflecting power of the brighter aluminum, and the silver leaf will tarnish in a matter of days. Some photographers prefer the soft fill-in light of the gold reflector, particularly for color, but the same result may be had in black-and-white work by simply covering the aluminum with a net cloth cut to the size of the reflector and attached to it by means of elastic bands in each corner.

Aluminum leaf is obtainable in most art supply stores. It comes in packages of 25 leaves, each 5¼x5¼. Two packages will be more than sufficient to cover a reflector of the size illustrated. You will find it quite temperamental to handle, but with a little perseverance, you will soon be rolling along smoothly. The manufacturers of roll and sheet film once again are using tin foil in wrapping. This is another good source for obtaining reflection material.

The packages come in book form with the leaf separated by a sheet of tissue. By cutting off the closed end of the book, you will be able to pick up the tissue and leaf together and apply it to the surface of the plywood without coming in contact with the foil. Don't be alarmed if the leaf bulges in places—just put it on and you can take care of that later.

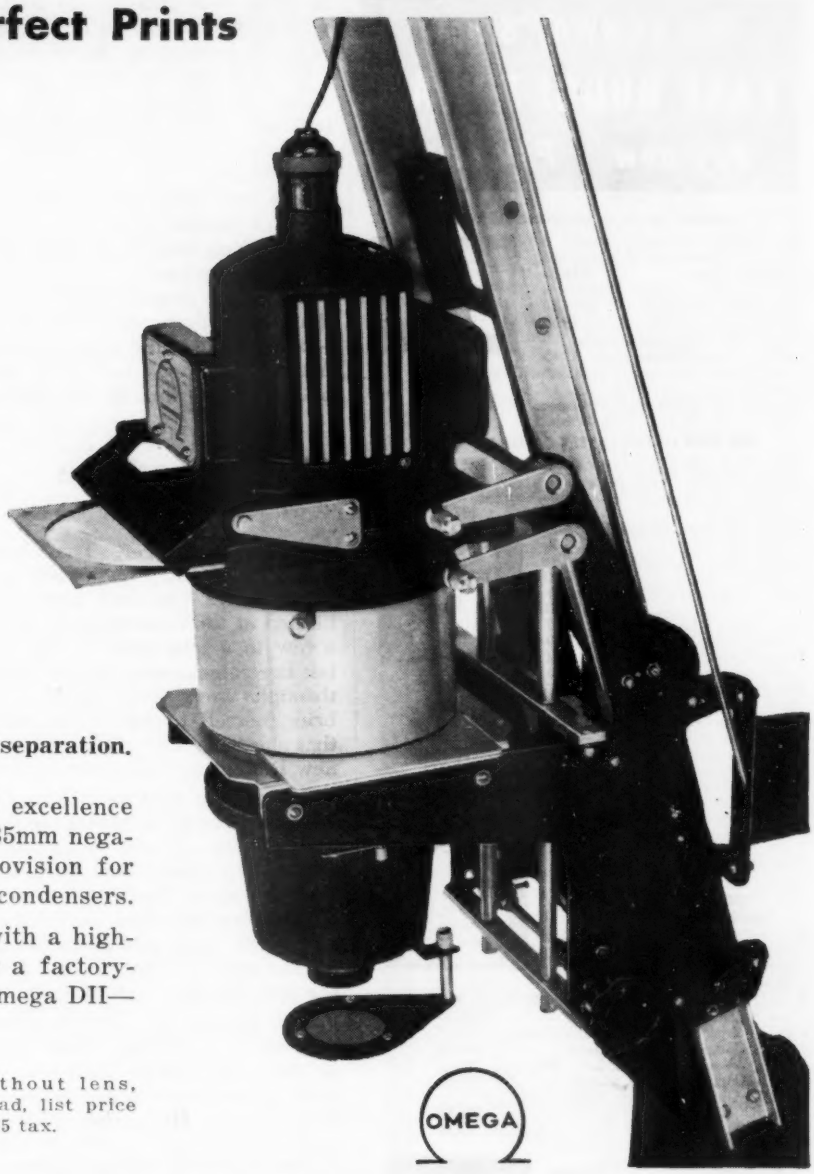
In applying the foil, it is best to overlap each piece on all sides. This gives you a smooth clean job. When all the leaf is applied, cover it completely with the sheets of tissue from the package. Over this, spread a sheet or two of newspaper to cover all the foil. Now roll the surface with a print roller. This will flatten the leaf and make it adhere evenly.

For closeup work, a reflector with a crinkled surface will give you a softer light. To get this finish, wrinkle the foil slightly before applying. You may want

A Perfect Team for Perfect Prints

Omega DII

Enlarger
High-Quality Lenses



The superior craftsmanship, smooth operation and rugged construction of the Omega DII make it first choice of discriminating workers. It is the **only** enlarger that gives you all these features:

Inclined Steel Girder Supports
Twin-Guide Micrometer Focusing
Scientifically Cooled Lamphousing
Double Condensers, Dustless Filmholders
Color Head—for direct color printing, color separation.

Omega DII produces enlargements of equal excellence and with equal ease from 4"x5" negative or 35mm negative or any intermediate sizes. There is provision for exchangeable negative carriers, lenses, and condensers.

You get **best** results from your Omega DII with a high-quality enlarging lens. Ask your dealer for a factory-mounted and tested lens, recommended for Omega DII—**"the last word in enlargers."**

Omega DII, without lens, with color head, list price **$166.95,** plus $27.55 tax.

Omega DII, without lens, without color head, list price **$153.35,** plus $25.55 tax.

OMEGA

SIMMON BROTHERS, INC.

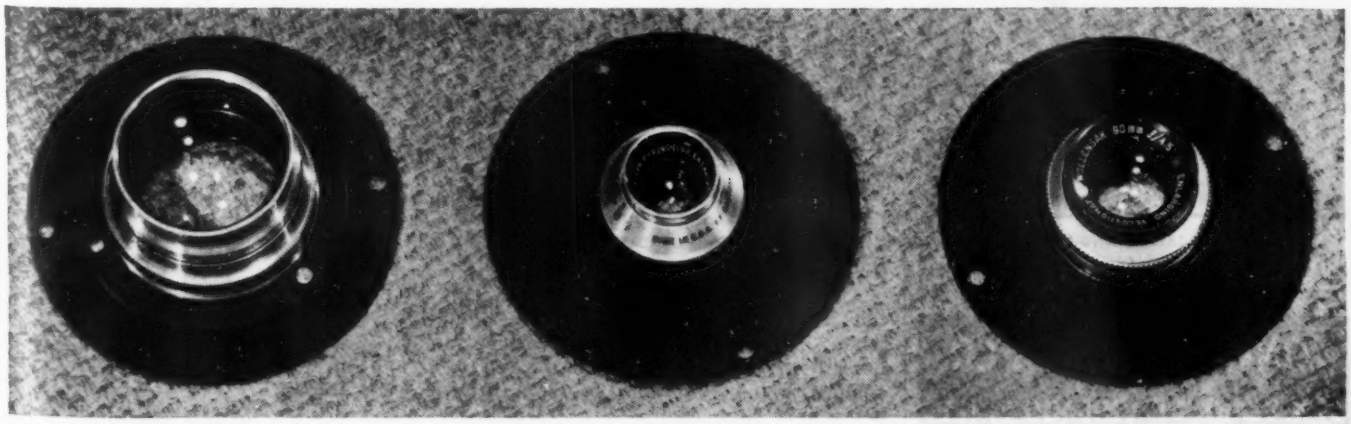
MANUFACTURERS OF FINE AMERICAN PHOTOGRAPHIC EQUIPMENT

Dept. B, 37-06—36th St. **Long Island City 1, N. Y.**

West Coast Distributors: Western Movie Supply Co., San Francisco 8, Hollywood 38

Lenses recommended by Simmon Brothers for use on Omega DII Enlargers. All are coated and corrected for color:

Bausch and Lomb Tessar **Kodak Ektar** **Wollensak Enlarging Anastigmat**



Use CONWAY'S new

EASY BUDGET PLAN

Buy now • Pay later

LATEST IN NEW MOVIE EQUIPMENT

8mm Perfex Magazine Double 8 Turret Camera, F:2.8 coated lens $89.50. Case.....$13.50
8mm Briskin Magazine Double 8 Camera, F:1.9 lens.....$122.50
Case..... 16.50
8mm Revere Magazine Camera, B&L F:2.8 lens $127.50. Case..$9.45
8mm Revere Curvamatic Splicer with automatic overlap.....$16.50
8mm Ampro "8" 500-watt Projector.....168.00
16mm Natco No. 3018 Sound Projector.....469.00

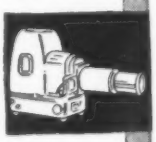
THE BEST IN THE LATEST CAMERAS

35mm Perfex 55, F:2.8 ctd and case.....$69.50
35mm Praktiflex Reflex, Xenon F:2.....187.50
35mm Kodak Retina II, Ektar F:3.5, coupled rangefinder..... 137.50
35mm Agfa Karat, Xenar F:2.8 and cartridge.....$94.50

35mm Robot II, Biotar F:2 lens.....$115.00
35mm Dollina III, Chrome, Cassar F:2.9.....$94.50
35mm Leica IIIA, Summar F:2 and case.....$259.50
35mm Leica IIIB, Summar F:2 coated.....$299.50
35mm Kodak Retina I, Xenar F:3.5, Comp..$84.50
35mm Argus A2, F:4.5 ctd and case..... 29.85
35mm Argus C3, F:3.5 ctd and case..... 70.35
35mm Leica IIIC, Summitar F:2 lens.....392.00
2¼x2¼" Argoflex, F:4.5 ctd and case..... 70.35
2¼x2¼" Kodak Reflex, F:3.5 ctd, case.....120.00
2¼x2¼" Ciroflex, F:3.5 Alphax, case..... 84.50
2¼x2¼" Auto. Rolleiflex, Xenar F:3.5, case..300.00
2¼x3¼" Crown Graphic, Kodak Ektar F:4.5, Supermatic shutter, coupled Kalart RF.....$226.65
Graphic Flashgun for above 25.00
Case..... 15.50

SPECIALS FROM OUR TRADE-IN DEPARTMENT

2¼x3¼" Kodak Medalist I with F:3.5 lens and case in splendid like-new condition (new price $225), Special.....$172.50
2¼x3¼" Baby Graphic, Tessar F:4.5, Comp, Kalart RF, Flashgun.....$179.50
2¼x3¼" Zeiss Maximar A, Double extension, Tessar F:3.5, Comp, 3 holders, adapter.....$45.00
2¼x3¼" Voigtlander Bergheil, Dbl. ex., Heliar F:3.5, Comp, 3 holders, adapter.....$65.00
2¼x3¼" Gluntz, Steinheil F:4.5, Comp, cpld Kalart RF, 3 holders and adapter.....$79.50
2¼x3¼" Voigtlander Vag, S.E., F:6.3, adap.. 24.50
9x12cm Ica Ideal B, Zeiss Tessar 15cm F:4.5, comp, holders, adapter.....$89.50



9x12cm Kawee, Zeiss Tessar 5¼" F:4.5, Compur, holders, adapter.....$65.00
9x12cm Munchen, Eurynar F:4.5, Comp, cpld RF, holders, adapter.....$89.50
9x12cm Ikona, Zeiss Dominar F:4.5, Comp, holders and adapter.....$59.50
9x12cm BeeBee, Eurynar F:3.5 Ilex General shutter, holders and adapter.....$49.50
3¼x4¼" Speed Graphic, Ektar F:4.5 Supermatic, Hugo Meyer RF, Flashgun.....$179.50
3¼x4¼" Ann. Graphic, Skopar F:4.5, Comp, Kalart RF and Heiland Gun.....$219.50
3¼x4¼" Ann. Graphic, 127mm Ektar F:4.5, Supermatic Synchro Shutter, Kalart RF, Graflex Gun.....$249.50
3¼x4¼" Ann. Graphic, 12cm Schneider Xenar F:3.5, Comp, Kalart RF, Abbey Gun $189.50

4x5" Old Model Graphic, 5¼" Steinheil F:4.5 in Compur, tubular finder.....$85.00
4x5" Brand View, Zeiss Tessar 6" F:3.5 Compur.....$150.00
4x5" Grover View, Rodenstock 6½" F:4.5 Compur.....$137.50
5x7" Keith Home Portrait, 8¼" Goerz Dagor in No. 3 Acme shutter.....$199.50

All Prices Include Excise Taxes
10-Day Trial Money Back Guarantee

TAKE YOUR VACATION AND HAVE IT TOO!
Write for Conway's Special Vacation List

CONWAY CAMERA CO.
34 N. CLARK ST. CHICAGO 2, ILL.

to make your reflector do double duty—with a smooth surface on one side and a crimped surface on the other.

The last step is to take care of those straggling edges caused by the leaf overlapping. Stand the reflector on end and simply brush off the ends of the foil with your fingers. The leaf tears easily, and pieces not adhering to the board will come off as straight as if you used a razor blade. You now have a smooth, bright reflecting surface.

The entire project should not cost more than two dollars. And the beauty of it is—no more accusing glances from the girl friend, no more black eyes for Junior, and a lot less time in the darkroom.—■

We Introduce

(*Continued from page* 61)

photographic career. The Germans invaded her country just as she was getting under way. She had some prints exhibited at the Madrid salon and had sold a few to a magazine in Czechoslovakia, but her camera remained in a drawer all through World War II. She could not bring herself to use it, but wishes now that she had. Here, in America with her new Rolleiflex, she is starting over again.

During the past year Mrs. Szasz has devoted herself to photographing places and people around Washington. She spends her spare time with her Rollei roaming about looking for picture material, does her film developing at her apartment hotel, and saves her negatives for her periodic trips to New York where she prints them in Munkacsi's darkroom.

The Hungarian photographers have been distinguished by their habitual use of either soft-focus lenses or diffusing disks placed over a sharp lens. All of Mrs. Szasz's Hungarian pictures were done in this way, as witness the charming picture of the crying child reproduced with this article. But the American photographic climate has led her to abandon this technique for the crisp resolution given by an unaltered Zeiss Tessar lens.

The traditional suffering of photographers' wives has been reversed in this instance. Back in Hungary Alexander Szasz, a devoted husband, suffered his wife's photographic absorption bravely enough, and once even consented to accompany her on a photographic weekend picnic with camera cronies. This gave Szasz an opportunity to sublimate the conflict that rages inside all wives and husbands whose better halves are under the spell of photography. He wrote an article about it for a Hungarian photo magazine, and called it *Life of a Photo Husband*, pouring forth the whole gamut of trials and tribulations, including the age-old complaint about the consequences of bathroom usurpation for darkroom purposes. Having got it out of his system the Szasz's have hit it off perfectly since.

Alexander Szasz devotes all his time to the intricacies of international finance, while blonde, lovely Suzanne devotes herself to photography, determined to achieve the fame that has been coming to her fellow Hungarians.—*Bruce Downes.*

35mm Special $1.25

35mm Fine Grained Developed and 36 Enlargements to 3x4 Only $1.00
Choice of Reload for 25c
Reprints 3c Each

ROLL FILM

ANY 8 EXPOSURE ROLL DEVELOPED
One Print of Each
Regular or Master Size Print.....35c
12 Ex. Roll—45c 16 Ex. Roll—60c
All Reprints up to and Including 116 or 616 Films.....3c Each

BULK 35MM FILM GUARANTEE

EASTMAN - ANSCO - DUPONT

27½ Ft., $1.00—100 Ft., $3.50
PLUS X SUPREME DUPONT #2
CARTRIDGES OF ABOVE—3 for $1.00
We Furnish Cartridges

E.K. SUPER XX E.K. PAN X
ANSCO ULTRA SPEED

27½ Feet, $1.50 100 Feet, $5.00
Cartridges of Above, 50c Each
Film Winder, $6.50
POSITIVE PRINTS—18 Ex., 50c; 36 Ex., 75c

2 x 2 Color Slides for Your Library
Eleven Different Poses in Color of Gene Autry 50c Each; or 11 for $5.00
DEALERS DISCOUNT 10%

ALLEN'S PHOTOFINISHING
7410 Sunset Blvd., Hollywood 46, California

FAST! ANSCO COLOR FILM PROCESSED

***24 HOUR SERVICE**

*Within 24 HOURS after arrival your Ansco color roll film is completely processed and on its way back to you!

SEND YOUR ROLL FILMS NOW!
Any Size Roll Processed.....$1.00
35MM Film—20 Exposure—Mounted Free Upon Request.

3 day service COLOR PRINTS
Any size KODACHROME or ANSCO

up to	2¼x3¼	3¼x4¼	4x5	5x7	8x10	11x14
Contact	.50	.75	1.00	2.50	4.00	9.00
Enlarged	.75	1.00	1.50	2.50	4.00	10.00

Custom Quality Guaranteed!
(We pay handling charges)
(No C.O.D.'s please)
EVEREADY COLOR LABORATORIES
Dept. M-8, 49 Nassau Street, New York 7, N. Y.

• ANSCO COLOR FILM

HOLD IT!

THE RITZ SCHOOL OF PHOTOGRAPHY

Offers courses in applied photography for basic and advanced students. Immediate enrollment. Approved for veterans, coeducational. Write now for brochure and details.

Ritz School of Photography
26 W. Lexington St., Baltimore 1, Md.

Make Money with Your Camera
New manual tells names and addresses of 100 publishers, advertisers who BUY your photos. Tells kinds they want, how much they pay (up to $150 ea.), how to sell your photos, etc. Only $1 postpaid. HURRY! **MAILWAY ENTERPRISES, 182 Allen Ave., Muskegon, Mich.**

Wirgin TRIPODS

THE FASTEST SELLING IN THE WORLD! AND THE LEADING TRIPODS ON THE MARKET! SEE THESE SUPERB TRIPODS AT YOUR DEALER'S NOW!

Wirgin THRIFTY TRIPODS

4-section **$5.75*** 47" extended — 15" closed

4-section flat-top **$5.75*** 47" extended — 15" closed

5-section **$7.50*** 49½" extended — 14" closed

The most popular tubular tripod today! Sturdy, rust-proof, all-brass! Reversible legs accommodates both American and Foreign threads! They're compact, portable, light weight — and priced to fit your budget!

Wirgin VERSATILE TRIPODS

3-section with midget panhead **$5.75*** 42" extended — 16" closed

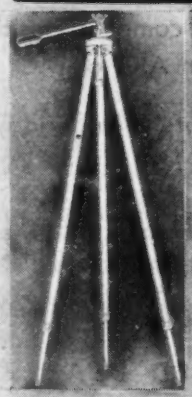
4-section with midget panhead **$7.75*** 47" extended — 15" closed

5-section with E-Z panhead **$9.75*** 50" extended — 14" closed

7-section with E-Z panhead **$10*** 52" extended — 12½" closed

Finest all-around tripod you've ever seen! Ideal for still and light-weight movie cameras. Distinctively designed tubular brass construction — they're unusually rigid and long lasting! Fast operation panhead beautifully finished in chrome.

Wirgin JR. TRIPOD WITH PANHEAD



$10.95*

Precision engineered of finest aluminum alloy—anodized for extra long life. 61" extended — 29¾" closed. Patented panhead chrome finished. Pan and tilt individually controlled! Weight complete, tripad and panhead, only 64 oz.

Wirgin PROJECTOR STAND

$18.00

New! Designed for 8 and 16mm! Extra sturdy—yet light weight. Finished in ever-lasting black and natural aluminite. Extra strong cross braces. Patented leg extension locking device. Handsome, durable, marproof formica stand top. A lifetime buy!

DISTRIBUTED BY

CAMERA SPECIALTY co, inc.

50 WEST 29th ST., N. Y.

Branch Showroom:

220 S. STATE ST., CHICAGO, ILL.

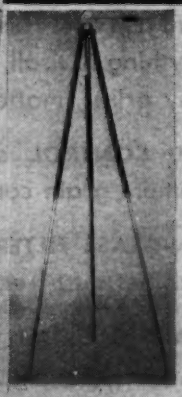
* PLUS TAX

Wirgin ALL-PURPOSE TRIPOD

$15.00*

Streamlined, rock-steady . . . for heaviest still or movie cameras. Legs lock securely at any height by patented Wirgin Sure-Lock leg control — with quarter turn of lock. Extra spring cross braces assures perfect balance. 52" extended—25" closed. Sensational performer!

Wirgin SR. TRIPOD WITH SR. PANHEAD

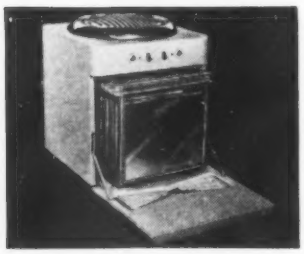


$14.95*

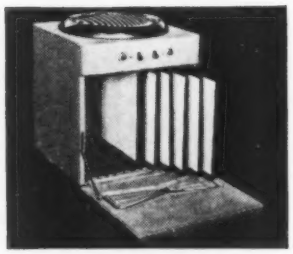
The finest tripod for heavy still or movie cameras. New, one-lock panhead has panning movement of 360° and tilt of 165°. Reversible leg extensions to provide rubber tips or metal grip. Truly outstanding in performance!

Here Now!

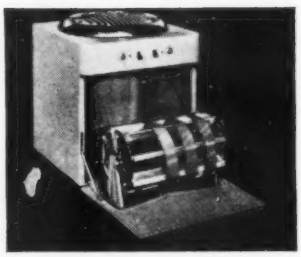
De Mornay•Budd
UNIVERSAL DRYING CABINET



Dries Negatives



Dries Prints



Dries 35mm Film

Faster—Dust-Free—Automatic Heat-Control

BRING 'EM ON! This versatile De Mornay • Budd dries everything . . . roll, cut film and plates up to 8 x 10, glossy prints, matte prints—even 35mm film!

SPEED CONTROL of *heated* air does it—or, for maximum grain control, heatless dehydration!

SPUN-GLASS FILTER of ingenious design keeps air in cabinet *dust-free*!

ROTATING DRUM compensates for shrinkage, assures uniform, rapid drying of 35mm and roll film!

VIBRATIONLESS, quiet, portable, compact. Inside parts corrosion-proof. Operates on A.C. or D.C.

IT'S THE professionals' and amateurs' "Man Friday" of Tomorrow—and it's yours *Today!*

With Sheet Film Rack **$90** **Includes Fed. Excise Tax**

NOW AT ALL AUTHORIZED DEALERS

DE MORNAY · BUDD

475 GRAND CONCOURSE, N. Y. 51, N. Y. CABLE ADDRESS "DEMBUD", N. Y.

DE MORNAY BUDD

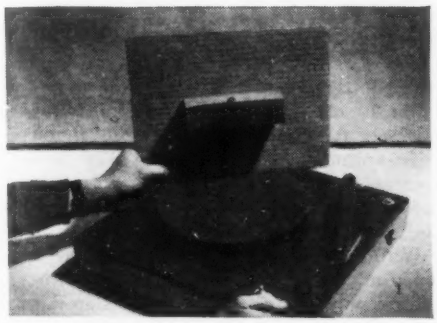
THE MARK OF PRECISION

Clever Titling

Any home movie deserves good titles. Add even more zest by working in some of these clever trick devices

Photographs and text by

GEORGE CARLSON



Spinning title is made with help of a turntable. Title card is glued to block of wood with hole bored to fit spindle.

NO AMATEUR MOVIE is complete—whether it be a scant 50-foot reel of your girl friend, or a 400-foot reel covering a vacation trip—until it has been titled carefully.

Granted that, as the experts claim, any title placed in the film after the lead title is an admission of lack of complete picturization, few of us have the ability, time, or money necessary to make our pictures so complete that subtitles are not necessary.

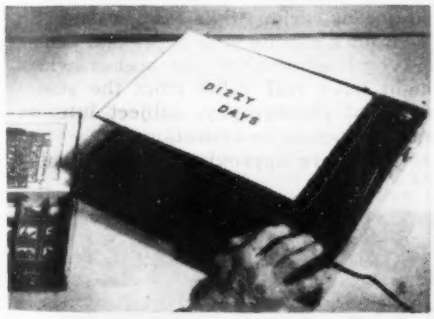
So, let's agree that some use of snappy descriptive titles is necessary, and justified. Let's also agree that sooner or later you'll want to go in for some fancier titling—some so-called trick titling. Here are a few suggestions:

A spinning title can be made with the help of a phonograph turntable. The title card or background is cemented to a black of wood with a hole bored in it to fit over the end of the spindle shaft (see Figure 1 at left). The card should be larger than the actual field of view area of the finished title so that the edges of the card cannot be seen in the finished title. The block keeps the card above the tone arm without interference. Title letters are placed or drawn on the card and filmed upside down (Figure 2). When enough footage for the title is exposed, the turntable motor is snapped on and filming continued for a few seconds while the title card spins. When the processed title is returned from the processor, it is turned end for end and spliced into the reel, and the result is a title spinning around on the screen and suddenly coming to a stop—to be read.

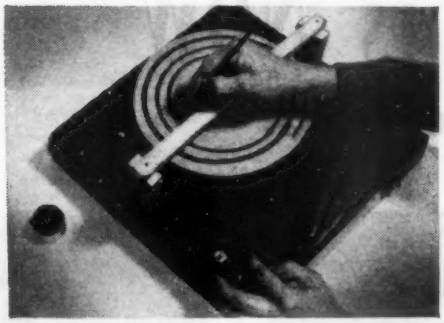
This spinning title is most practicable when working with 16 mm film. For 8 mm work, the lettering has to be reversed on the card as well as filmed upside down—because 8 mm film has to be turned side for side as well as end for end when splicing in a length of film taken in this manner. However, straight filming can be done by shooting the title as it spins around for a few seconds, and then stopping the turntable motor and quickly straightening the title by a hand movement of the turntable. It can even be rocked back and forth two or three times before the final straightening to give the effect of slowing momentum. A piece of white tape on the edge of the turntable can be used as a guide for positive alignment with another on the base of the player. The camera, of course, is kept going while enough footage is run off so that the title will be readable.

A somewhat different title with a spiral background effect also can be made using the phonograph turntable. The spiral can be drawn by hand on the background, using India ink and a small brush. Poster card color can be used for a colored spiral. The turntable can be used as a guide in drawing the spiral by placing the card on the turntable and resting your hand (the one holding the brush) on top of two blocks of wood and

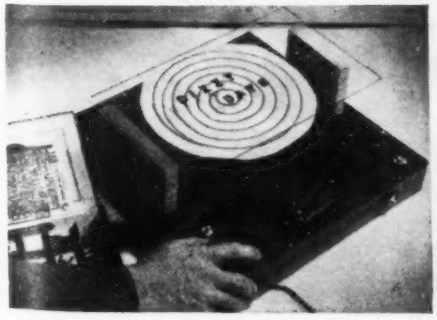
(*Continued on page* 134)



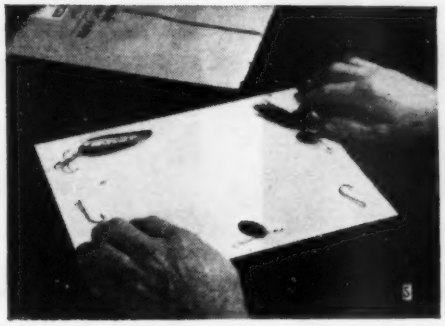
Shoot title upside down, then switch turntable on. Splice processed film in end for end—and get an unusual effect.



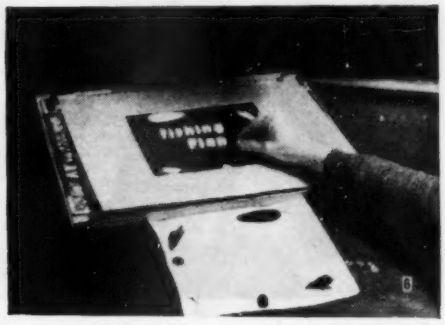
Here's a variation. Draw a spiral in India ink on the background card. Prop sheet of glass an inch above background.



Title letters are positioned on the glass and filmed as turntable spins background. A variety of effects is possible.



Title backgrounds can be made by exposing enlarging paper, with appropriate objects laid thereon—photogram fashion.



Result is dark background with white outlines of objects placed on it. Title is placed over paper and photographed.

Photographs by JAY A. SMITH

IN HOME MOVIES the time is NOW

By WHIT HILLYER

WITH travel still a bit on the hectic side, amateur movie makers can be heard moaning about how there's little or nothing worth shooting around home. That's not so.

Now is the time for you to take advantage of nearby attractions you may have overlooked or ignored heretofore, and at the same time build up a collection of family footage you'll always prize.

The children—your own or the neighbors'—fit into this program perfectly. In fact, you can use them in the pictures and at the same time make the latter instructive and fascinating to the children.

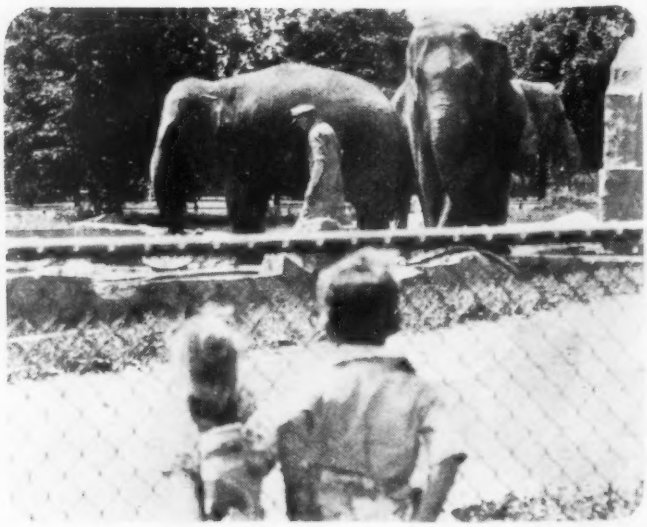
In passing, it won't hurt to suggest that films of the type to be described herein can be projected together with rented subjects of both educational and recreational types to round out a worth-while home program.

All children love animals, and most juvenile literature is full of references to fauna of all sorts. Yes, you've probably guessed it—you can tie in zoo movies with animal study in such a way as to interest your youngsters, get pictures of them, and educate them in a way everybody can enjoy.

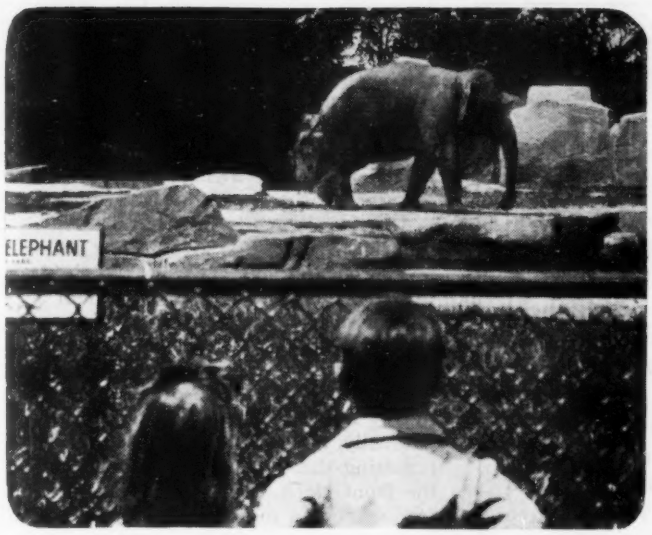
While you don't want to get too intense about a thing of this kind, neither should you go about it in a slap-dash way. You've probably been to your particular zoo many times, and so have the children. You should, therefore, have some idea of the movie possibilities according to location, subject interest, and lighting at various times of the day. Sit down for a minute with paper and pencil, and outline roughly the scenes which might have real value from the standpoints of photography, subject interest, and instruction or education.

Next figure approximately how you'll

Good approach to zoo movies is to show children (yours or the neighbors') looking at an animal picture book, particularly a book whose story is familiar to all. Have one of the children point to an animal in the book—then cut to a shot of that animal at the zoo.



Be sure to photograph the elephants—they're always fascinating to the children and will be to your audience too. Go to the zoo at feeding time else you may find the animals inactive. Plan your trip, too, when crowds are light, and light is right.



In zoo sequences, try to show the children in the foreground, and eliminate as much extraneous material as possible —such as cages, bars, and fences. Also, don't forget to add scene variety with use of long shots, medium shots, closeups.

You can weave an interesting and instructive tale, too, about the value of children acquiring the savings habit. Show them doing odd jobs to earn money, buying government savings stamps, and finally their expressions as they lick the stamps.

That garden is a natural for an excellent series of pictures. Start by showing Dad spading and working the ground, then give Mom and the children their turns with the spading fork. (Cut in an occasional closeup of hanky mopping brow.)

Then show the planting of the seed. (You can always gag this one up by showing a neighbor's rooster following Dad down the rows and gobbling the seeds as fast as Dad plants them.) As an interlude, have Mom bring out some lemonade.

Record, at frequent intervals, the growth of the plants. Time-lapse technique (shooting a few frames periodically from the same camera position during plant growth) will give a trick effect here, but also will tie up camera for a long period.

And, as the harvest is gathered, get a picture of Dad who planted, hoed, sweated, suffered sore muscles, and prayed for rain—with the full crop, a quart of peas. Such a ciné program should entertain your guests and give you satisfaction.

Franklin's IMPROVED NEW ACCESSORIES FOR HOME MOVIE MAKERS!

PAT. PENDING

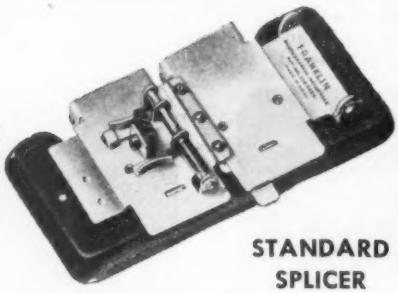
EDITOR

For 16mm and 8mm film. Brilliantly illuminated "Motion Editor" provides sharp, clear images through precision 8-sided glass prism interceptor. Outstanding new features include a special cooling system, notching device, framing contrivance. Interchangeable mechanism for 8 and 16mm films. Separate attachment for film cleaning.

STANDARD SPLICER

A sturdy, low-priced splicer for 8 and 16mm with fine performance. Durably constructed to give many years of hard use and accurate splicing. Plates are zinc plated. Splicer cuts and joins both ends of film in single, clean, swift action. Price.. $5.65

SUPER SPLICER, as above, chrome plated on wooden board. Price..... $7.95



STANDARD SPLICER

COMBINATION *Super Rewind* and STANDARD SPLICER

This medium-priced combination features SUPER rewind and standard splicer on a beautifully finished, 24-inch board. Provides fastest . . . easiest . . . and most noiseless rewinding. Price..... $14.95

Franklin PHOTOGRAPHIC INDUSTRIES, INC.
223 WEST ERIE STREET • CHICAGO 10, ILLINOIS

See This Feature
"WALLPAPER WOE"

Ben and bride decorate new home, but have trouble in large, laughable "doses." Climax when Ben falls head first in paste pail.

16mm K., Sound.....$17.50
16mm B&W, Sound.. 7.50

Other feature Home Movies, starring comedian Ben, are:—
"BISCUIT BEN," "THE PICKPOCKET," "BEANERY BLUES," "FISHY STORY."

See At Your Photo Dealer or Order Direct.
Catalog and Prices On Request. Write to:—
HOLLYWOOD FILM ENTERPRISES, Inc.
6060 Sunset Blvd. Dept. 101 Hollywood 28, Calif.

Lowest Exchange Rates-----Where Can You Beat It?
On All Standard Films—Castle, Etc.

	Allowance	Exchange Rate
8mm Complete.....	$ 4.50	$1.00
16mm Complete—silent..	7.75	1.00
16mm Complete—sound..	13.50	4.00
16mm 100 ft.—sound...	6.50	1.00

OR—You May Swap at No Charge—(Join Our Swap Club)
IRIS MOVIE LIBRARY
P. O. BOX 539 BROCKTON 65, MASS.
Special Used 100 Ft. S.O.F. Subjects.....$3.50

CASTLE & OFFICIAL FILM
from our rental library

16mm 400' Sound. List, $17.50. Our price, $12.50
16mm 400' Silent. List, 8.75. Our price, 6.75
8mm 200' List, 5.50. Our price, 4.25
EVERY FILM EQUAL TO NEW. NO SPLICES—NO CUTS. ALSO: NEW, DIFFERENT ART FILMS
Write for FREE Catalog. C.O.D. Orders Accepted
REYNOLDS' PHOTO SHOP
251 East 34th St., New York 16, N. Y.

approach each scene. Take the elephants, for instance. You'll probably want to come in with a medium or long shot of the enclosure, and have the youngsters run into the scene until they're right up near the cage. Then you move in for a close shot of the youngsters as they watch the pachyderms. Swing up for a shot of the sign on the cage, then get some footage of the elephants themselves. A similar treatment can be given other animals and birds, and you can work the children in handily by means of having them feed peanuts to various creatures in the cages. If the zoo near you has no bars to interfere with the view, so much the better.

You might do a little preliminary filming at home to lead into this zoo epic naturally. Get a shot of the youngsters browsing through their animal books on the front steps. Swing in for a closeup of one of the more colorful pages in a book, a page on which one or more animals are shown clearly. From there you can move to a general scene of the zoo gate or entrance, showing the youngsters enthusiastically going in to view the originals of the creatures whose pictures they were looking at. If you want to get fancy about it, film several closeups of animal pictures and splice these into your footage just before each shot of the name-signs on the zoo enclosures.

You can work comic touches into the opus, too. You might, for example, show the youngsters stoking up on ice cream and pop, and then run in a closeup of a bottle labeled "castor oil." Or you could show a rear view of one of the children whose shoulders are rising and falling in what seems to be shuddering sobs. Then when the subject turns around toward the camera it develops that he's merely been trying to blow up a toy balloon. Of course, there's always the stock shot in which a very tiny lad is shown looking quizzically up at a sign which reads "MEN."

So much for a zoo film. Next you can turn to gardening, or the purchase of Savings Bonds and Stamps. Any of these subjects can be handled simultaneously from personal and documentary angles. Let's see about the savings stamps. Start with a scene showing one or two children looking at a bond advertisement on a billboard or in some publication. Have the children look at one another or at the camera as they make the finger-snapping "I've-got-it!" gesture. Then get into a series of scenes in which the youngsters are shown running errands, sweeping the front walk, weeding the garden, taking care of the baby, etc.; as they earn money for their stamps. Don't fail to show the pay-off, and its attendant expressions of glee when Mom or Dad or some other "employer" gives the workmen their earnings.

This last sequence should be followed with footage showing a trip to the post office or some other savings stamp outlet, the licking of the stamps, and the placing of them in the books. If the youngsters have a number of books filled with stamps you might try a trick sequence, as follows:

With the camera on a tripod and focused on a table, place one stamp book

Presenting Revere EIGHT "70" *Magazine Camera*

LOADING IS A "SNAP"! Just slide open drawer. Insert film magazine. Close drawer and—shoot!

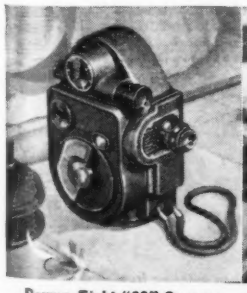
SHOOTING IS A JOY! What you see, Revere captures, in natural-as-life, brilliant color movies.

Thrilling home movies are easier than ever to make with the new Revere Magazine Camera! All those priceless scenes—children at play—favorite vacation spots—happy family occasions—sport events—capture them for "keeps" in Revere's beautiful life-like motion!

The Revere Magazine Camera is so simple to load, a child can operate it. Economical, too! Brilliant natural color movies on 8mm film cost little more per scene than snapshots! And shown on a Revere 8mm Projector, your home movies are at their brilliant best. Like all Revere equipment, the new Revere Magazine Camera is outstanding in performance and value. It has five speeds, including slow motion, single frames for titling and trick shots, ratchet winding key that winds easily as a watch. Price with F 2.8 Bausch & Lomb Animar coated lens, $127.50, tax included. Now at your nearest dealer. REVERE CAMERA COMPANY, CHICAGO 16.

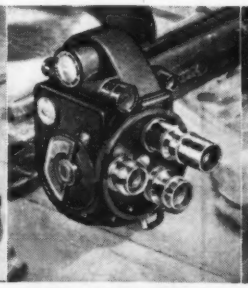
World's Largest Exclusive Makers of 8mm Movie Equipment

LISTEN TO REVERE'S RADIO SHOW FEATURING JAN AUGUST EVERY SATURDAY, 5:45 OVER MUTUAL NETWORK, COAST TO COAST



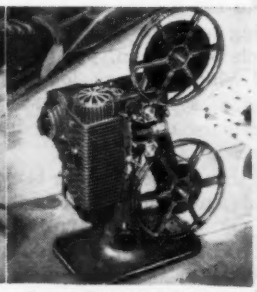
Revere Eight "88" Camera

Five speeds, fast and slow motion. Built-in view finder. With F 2.5 Wollensak Anastigmat coated lens, $77.50.



Revere Eight "99" Turret

Holds lenses for distant, medium and close-up shots. With F 2.8 Bausch & Lomb Animar coated lens, $110.



Revere Eight "85" Projector

Theatre-like performance. Complete with 500-watt lamp, 1-inch F 1.6 coated lens and 300-ft. reel, $120.

. . . and the new, Automatic Overlap

Revere

Curvamatic Splicer

A single stroke trims both ends of 8mm or 16mm film, ready for built-in scraper. Overlapping of the film and pressure bonding are accomplished automatically—in one operation! $16.50.

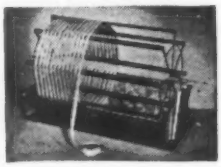
MOVIE 8 mm 16 FILM

SAVE MONEY—USE BULK FILM

Fresh ortho and pan 8mm and 16mm film for use in all types of cameras. TREMENDOUS SAVINGS when you load your own spools or magazines and process yourself. We tell you how! It's easy. Many report perfect results first time. ATTENTION VETS! Load your foreign made magazines with Superior Film.

	100 ft. 8-8mm	100 ft. Sgl. 8	100 ft. 16mm
WESTON OUTDOORS TITLES 8	$1.95	$1.15	$1.45
WESTON OUTDOORS 12	$2.45	$1.50	$1.75
WESTON 24 INDOOR 16	$4.15	$2.15	$3.85
WESTON 64 INDOOR 40	$4.50	$2.60	$4.15

CINÉ REEL PROCESSING OUTFITS



New, improved home processing outfit includes everything needed to develop and reverse your own films. Complete with easy-to-follow instructions. It's easy! Get good results right from the start. Outfits include developing reel, drying rack and tray. Money back guarantee. F.O.B. Chicago. Order today. 100 foot size for 8/8 or 16mm..... $17.95 | 34 foot size for 8/8mm. $12.50

PREPARED REVERSAL CHEMICALS

Complete set—nothing to add but water.
1 Gallon Set.....$2.55 ½ Gallon Set.....$1.55

LABORATORY SERVICES

Superior offers a complete film processing laboratory service, for schools, industrials, professional and amateur operators. Competently manned by experienced operators with modern equipment. Processing may be had in reversal or negative-positive method on both domestic or foreign films. Reversal Processing
100 ft. 16mm.....$1.00 25 ft. 8/8mm .....$ .55
50 ft. 16mm..... .60 30 ft. Sgle 8mm.... .50
Negative processing same prices. Postage extra.

SUPERIOR UNIVERSAL TITLER

Build your own titler—8 or 16mm—and enjoy the extra entertainment value of your reels that titles give them. Simple easy-to-follow instructions. Lens included in kit gives sharp focus on 5x4 inch title. Complete unit can be built from readily available materials in one evening. Lens alone is worth the price we ask for the complete outfit. Sent postpaid for $1.00

MONEY BACK GUARANTEE
Buy from Superior with positive guarantee of satisfaction or your money back. Write for new catalog on home processing equipment, including comprehensive listing of 8 and 16mm stock titles in black and white or color. Make Superior your headquarters for all movie needs. Send for catalog 147. It's FREE.

SUPERIOR BULK FILM CO.
105 So. Wells St.
Dept. A98, Chicago 6, Ill.

PROTECTS BEST···LOOKS SMARTEST!

Mil-O combination

Lens Shade and Filter Holder

- PREVENTS LIGHT FLARE—INDOORS AND OUTDOORS
- COVERS ENTIRE FIELD—NO CUT CORNERS
- INCLUDES SHADE, ADAPTER AND FILTER RETAINING RING
- SIZES AND STYLES FOR ALL CAMERAS, STILL AND MOVIE

ALSO AVAILABLE IN STILL AND CINE KITS WITH MIL-O FILTERS

SEE YOUR DEALER...No Mail Orders, Please

THE Miller Outcalt CO.
1668 N. VAN NESS AVE · HOLLYWOOD 28 CALIFORNIA

on the table and shoot three or four frames. Toss another book on top of the first, then shoot another three or four frames, and so on. When projected, this scene will show a number of filled stamp books coming into being as if by magic. The more books, the better the effect, so get the young fry interested!

To carry this one a bit further you can show the children taking their books down to be exchanged for an honest-to-gosh bond of their own.

The garden has excellent possibilities for humor and for narrative footage alike, and will afford you countless unsuspected opportunities for pictorial shots as well. If you use magazine loads in your movie camera—or if you and a neighbor have two cameras between you and you're willing to keep one loaded with a single reel for some time—set aside one complete magazine for "growing" sequences of various vegetables.

You've seen this general type of technique used in theater shorts which show the opening of flower blossoms. How often you shoot a given plant or row of plants will depend on how fast stuff grows in your garden. In my experience, satisfactory results are obtained by allowing about four seconds' running time for each stage in the growth. You can tell by visual inspection how many days apart to shoot these sequences.

Obviously it will be necessary to use a constant tripod position and camera angle for each subject treated in this manner, and you can arrange this easily by placing stakes or pegs in the ground where the tripod feet were situated for the original shot. Be sure to start one of these sequences far enough back from the subject so that by the time the plant has attained full growth you'll still get it all into the field of view.

As mentioned, the garden type of movie is crammed with possibilities for humor. Mother in slacks, Dad breaking his back as he digs in with a spade, Sis shying away from the worm or the snake in her brother's fingers, the family pooch digging for imaginary bones among the tomato plants, or the baby waddling helter-skelter among the seedlings—these are all parts of the story.

You might show the Old Man snoozing blissfully on the porch: Mom comes along, wakens him, motions toward the garden, and sticks a hoe in his hand. This could be followed quickly by a shot of Dad glancing at the thermometer which, in closeup, shows a sizzling temperature. Dad mugs the camera a moment, then resignedly gets to his gardening.

If you're willing to go to great lengths to obtain a touch of realism, you could turn a bunch of white chickens loose on some newly planted seed and then start shooting as Pop leans dejectedly on his hoe and watches.

In concluding this film, have Sis brew up some lemonade and bring it out to the thirsty toilers. Or show the carrots or beans or tomatoes being eaten with unusual enjoyment by the folks around the dinner table.

One thing about garden movies—the garden itself means so much to all of you personally in terms of hard work and re-

THE FINEST IN 16 MM.
SHORT SUBJECTS

HAL ROACH COMEDIES
Famous Stars
25 two reelers for domestic
Plus . . . for Export Only . . .
100 Additional Comedies
36 Featuring Laurel & Hardy

MUSICAL VARIETIES
with
LOUIS JORDAN and His Band
8 one reelers

TECHNICOLOR CARTOONS
Released by a
MAJOR COMPANY
Also Available in
BLACK AND WHITE
13 one reelers

CHARLIE CHAPLIN COMEDIES
12 two reel comedies
All 16 mm. Sound
Send for our latest catalog of Major Company features, serials and short subjects.
Exclusive 16 mm. Distributors

COMMONWEALTH PICTURES CORP.
729 Seventh Avenue, New York 19, N.Y.

PB California MOVIE KITS

FILTERS USED WITH TYPE A COLOR FILM
INDOORS — OUTDOORS

OWNERS OF
REVERE MODEL 88

Order KIT NO. 1

This PB Movie Kit was specially designed to add brilliance and clarity for Movies taken with your camera.

Nos. of our other Precision Designed Movie Kits:
Kit No. 1—For 8mm Revere, Keystone, Cinemaster, Cineperfex, B&H f3.5
Kit No. 2—For Kodak Mod. 20, 25 (f2.7/3.5)
Kit No. 3—For Kodak 60 (fl. 9)
Kit No. 4—For Kodak 90 (Mag. fl. 9)
Kit No. 5—For B&H Filmo (f2.5 T.H.)
Kit No. 6—For 16mm Kodak (Mag. fl. 9)
Kit No. 7—For 8mm Bolex L8
Kit No. 8—For 8mm Revere Turret f2.8 Bausch & Lomb Lens

Kit includes: lens shade & filter holder, haze filter, type A conversion filter, and pouch.
Additional filters (all colors) for B&W film (25mm) . . $1.15

$4.95

Specify Kit when ordering from your dealer or

PONDER & BEST, INC.
1230 S. GRAND AVENUE
LOS ANGELES 15, CALIF.

Right! DA-LITE...

Just compare these *1937* and *1947* prices on popular sizes of Da-Lite's widely-used Challenger and Model B Projection Screens!

MODEL & SIZE	1937 LIST PRICE	1947 LIST PRICE	CHANGE
Challenger..30x40	$20.00	$15.75	**DOWN 21%**
Model B....30x40	10.00	10.00	**NONE**
Challenger..37x50	30.00 (39x52)	22.00	**DOWN 26%**
Model B....37x50	12.50 (36x48)	14.00	**UP 12%**
Challenger..45x60	45.00	30.00	**DOWN 33⅓%**
Model B....45x60	22.50	20.00	**DOWN 11%**

Quadrupled demand. Streamlined manufacturing and assembly. Post-war tooling and new production machines. Tripled plant area. Simplified design. 38 years experience in screen research and manufacturing. These are the reasons Da-Lite, *the leader since 1909,* can bring you completely new, vastly improved screens at 1937 prices and less. For price *and* performance, ask your dealer for Da-Lite—America's Finest Projection Screen. Sizes and models for every need.

Da-Lite Research sets the pace . . . as with the internationally-famous New Challenger, offering exclusive features that make it the greatest improvement in screens in nearly four decades. It's PERFECT for PROJECTION!

- **FULLY PROTECTED SCREEN FABRIC** with New, Extra-Strong Octagon Case.
- **MODERN DESIGN** for Compact Storage and Easy Handling.
- **LIGHTNESS PLUS STRENGTH** Assured by New, Gable-Roof Leg Design and Octagon Case.
- **SMOOTH, SIMPLE OPERATION** Automatic Height Adjustment—No External Locking Devices—Sets Up in Less Than 10 Seconds, Down in 5.
- **SMART APPEARANCE** All Metal Parts Richly-Plated or in Finest "Wrinkle Finish."
- **PICTURES "COME TO LIFE!"** On Premium-Quality Crystal Beads, Permanently Fixed to Pyroxylin Base.
- **GROOVED ROLLERS** Take up Screen Smoothly, Evenly To Protect Its Perfect Surface.
- **NEW, POLISHED TRIPOD FEET** Break-proof, Loss-proof, Can't Mar the Finest Floors.
- Plus many other features that make the Challenger America's Favorite Portable Screen for Movies . . . Slides . . . Film Strips!

DA-LITE SCREEN CO., INC. DA-LITE **CHICAGO 39, ILLINOIS**
Dept. PP8

REG. U.S. PAT. OFF.

"World's Largest-Selling Screen for 38 Years"

Sensational

"For many years I've been using a filter, built on the same idea as the 'Hollywood Glamour Filter, and I think it will improve any still photographer's pictures to a great extent."

Joe Valentine

One of Hollywood's Most Famous Cinematographers

The subject of your photograph will be glamourized thru our filter and it will eliminate the necessity of retouching. The H.G.F. is nothing new in cinematography where the same system has been used for many years. Now, for the first time H.G.F. is on the market for use in still photography.

Send us the description of your camera and the exact size of your lens. (Outside measurement).

You will receive the H.G.F. which will fit your lens perfectly.

MAIL YOUR CHECK OR MONEY ORDER

ONLY $4.50 Immediate Air-Mail Delivery

Hollywood GLAMOUR FILTER

8616 Sunset Blvd. Hollywood 46, California

MAKE YOUR

Vacation Memories LIVE FOREVER!

. . . with a CINKLOX Movie Camera! Simple to use — has everything you'll want! Even beginners thrill at the way this compact, precision-made CinKlox accurately catches "life" in every fun-filled moment.

The Movie Camera Anyone Can Operate . . . Anyone Can Afford!

$76.15 with f 2.5 lens.

IMMEDIATE DELIVERY AT YOUR PHOTOGRAPHIC DEALER

If your dealer is not supplied, write to

CinKlox

16 MM MODEL 3-S

CINKLOX CAMERA CO., 1113 York St., Cincinnati 14, Ohio

■ BRILLIANT NEW SLIDES NOW AVAILABLE ■

150 beautiful 2 x 2 bird slides reproduced in full color fidelity from the National Audubon Society's collection of Allan Brooks famous portraits. Each set accompanied by descriptive pamphlet. Remarkably priced at $5.00 per set of twenty. $35.00 for complete series. Write today for complete information.

■ YOUNG AMERICA FILMS, INC. 18 E. 41st St., N. Y. 17 ■

Cut HOME MOVIE Costs

16mm. Reversible Outdoor Film 100-ft. Roll $2.50

8mm. Reversible Outdoor Film 25-ft. Double 8..... $1.25

Same day processing included

Free Movie Catalog sent on request.

BETTER FILMS Dept. PP

742 New Lots Av., Brooklyn, N. Y., CL 7-1822

sults obtained that you'll never get tired of viewing these pictures.

Of course, you don't have to put strictly current or timely slants on all your family filming. The zoo project already described is interesting for its own sake alone. In the same general category are films depicting hobbies of various members of the household—model airplane building, for example—and group activities such as wiener roasts in the back yard, picnics, golf games, and beach parties. A typical day in the life of your youngsters affords plenty of material in itself, what with face-washing, three meals, school, play, and bed-time to be covered. The important thing, of course, whenever people are shown, is to show them as they really are.

Toward the opening of this piece it was suggested that the films you take can be incorporated for home projection on the same programs as films which have been rented or purchased. The list of interesting and instructive movies available for loan, rental, and sale is growing all the time, and it is becoming increasingly common for owners of projectors to give neighborhood or family shows which include newsreel subjects, travelogs, and educational films.

It is not only possible but downright advantageous to intersperse such films with those you yourself have shot covering similar or related subjects. Your footage of a day at the zoo will fit in well with commercially produced nature study features or with cartoon comedies involving animal characters. Where no particular liaison is desired or possible, your home stuff can be used to vary the program instead.

At any rate, if you've read this far you certainly must have started to think along the line of increased and constructive activity in your home movie-making. Rather than curtail your filming at this time there's plenty of reason and opportunity for you to get on the ball. Film is more plentiful than it has been, history is being made all the time, the kids are growing and changing every day, and the weather is at its best for picture-taking, especially of the simpler outdoor variety.

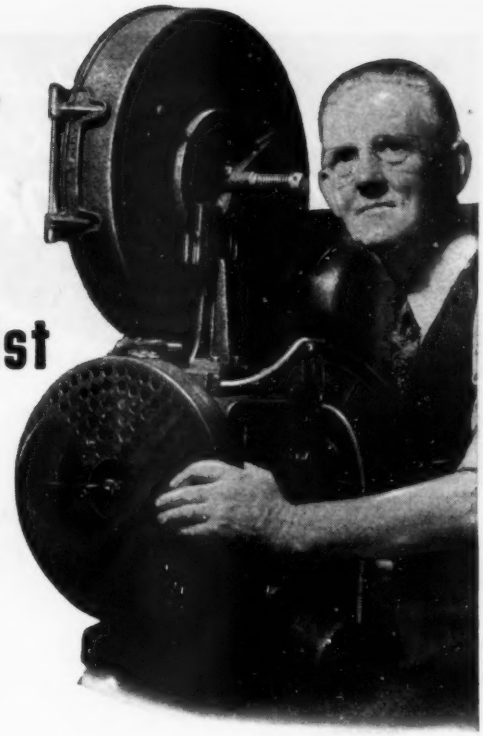
So what are you waiting for?—

MOVIE-MINDED BALL PLAYERS

Baseball fans aren't the only amateur movie makers in the big leagues. Here are two well-known St. Louis Cardinal players, pitcher Howie Pollet, left, and outfielder Erv Dusak using their personal 8 mm cameras. In this case they are making a movie record of the American and National League notables who attended the dedication of a new ball park in St. Petersburg, Fla.

"I prefer AMPRO for 16mm. sound!"

says the Professional Projectionist



The professional projectionist is in an ideal spot to pass expert opinion on the merits of 16 mm. sound projectors. Either he operates 35 mm. units for theatrical purposes—or 16 mm. sound projectors on a commercial basis. Frequently, he operates all leading 16 mm. machines—and can make comparisons under actual projection conditions. Because it is his profession, he knows how to judge tone quality, illumination, ease of operation, and durability. *We believe that most professionals who have had the opportunity to compare will recommend Ampro for 16 mm. sound-on-film! However, we urge you to check and verify this for yourself.*

Specific Reasons why professionals prefer **AMPRO**

Richer Tone Quality:
The Ampro "Premier 20" utilizes the latest 12-inch Jensen Permanent Magnet Dynamic Speaker which reproduces sound faithfully, realistically—with Class A Plus amplification of the same high quality used in professional movie and radio broadcasting.

Brilliantly Clear Pictures:
A very fast Intermittent means that a larger portion of the projection cycle is spent in viewing the picture. The entire Ampro optical system is engineered for maximum brilliance, clarity and sharpness.

Easier to Operate:
Easy to set up, simpler, quicker to thread; easier to operate, because motor and lamp switches and controls are mounted on one illuminated panel; speed control and reversing switches readily accessible on centralized control plate; easier to service—parts are more conveniently accessible for cleaning and adjustment . . . all replacement items are readily accessible.

Longer, Satisfactory Service:
Ampro projectors are ruggedly built for longer, more efficient service. Their remarkable records in all branches of the U. S. armed service—and with leading industrial concerns, educational institutions, school systems all over the world—are overwhelming proof of their superior performance under all conditions.

Write for Circular:
Mail coupon today for fully illustrated circular giving details, specifications and prices on the new Ampro "Premier 20" 16 mm. Sound-on-Film Projector.

AMPRO CORPORATION PP847
2835 N. Western Avenue, Chicago 18, Illinois

Please send me full details on the new Amprosound "Premier-20" 16 mm. Sound-on-Film Projector. I am also interested in

☐ Ampro "Imperial" 16mm. Silent Projector ☐ Amproslide Model "30-D" Dual Purpose Projector
☐ Amproslide 2" x 2" Projector ☐ Ampro 8 mm. Silent Projector

Name
Address [redacted] PUBLIC LIBRARY
City
State

A General Precision Equipment Corporation Subsidiary

At last you can have your own 16 mm. slide film projector complete with filmstrips and screen at an amazingly low price you'd never believe possible! With LUXVIEW you can entertain family and friends . . . help your children understand the world about them . . . provide instruction and fun for school, camp, nursery, community center. LUXVIEW comes with 5 fascinating FULL COLOR filmstrips, each telling a complete, clearly subtitled story children will love. Titles are listed below.

Precision-Made for Perfect Projection

LUXVIEW is made of finest material to give years of perfect service. Contains corrected optical system of precision ground lenses and 50-watt prefocused Mazda projection lamp for brilliant illumination. Operates on usual house current—110 volts, A.C. or D.C. Use the 9½" x 12½" screen included with LUXVIEW or any screen up to 4' x 6'. Projector has wooden base and non-scratch felt pads for insulation against heat. Needs practically no care to keep in perfect order. Unconditionally guaranteed against defects.

SEND NO MONEY. Mail coupon today for LUXVIEW. When Outfit arrives, pay only $7.95 plus shipping charge. Enjoy LUXVIEW for 5 days—then if not delighted return it for prompt refund.

DEALERS: Write for full information

MAIL COUPON TODAY

5 Delightful Stories in Full Color

1. The First Christmas
2. Greetje Visits Her Grandma
3. Three Clowns and a Balloon
4. The Monarch Butterfly
5. Country Mouse & City Mouse

Additional filmstrips available

KIN-O-LUX, INC., Dept. 128
105 West 40th St., New York 18, N. Y.
Rush LUXVIEW 16 mm. Filmstrip Projector Outfit, including screen and 5 filmstrips. When package arrives I'll pay only $7.95 plus shipping charge. If not delighted, I may return Projector in 5 days for immediate refund.

Name .....
Address .....
City..... **Zone**..... **State**.....

Enclose $7.95 with coupon and we'll pay shipping charge. Same 5-day return privilege applies.

MORE MOVIE BARGAINS ★ AT NATIONAL! ★

G. E. and Radiant Projection Lamps at Sharply Reduced Prices

300 W. T10	500 W. T10	750 W. T12	1000 W. T12
2 for $3.50	2 for $5.75	2 for $5.95	2 for $8.95
Reg. Price $5.80	Reg. Price $7.60	Reg. Price $8.80	Reg. Price $12.80

"VALETTE" the first really NEW SOUND projector. Precision built with 30 W. amplifier, 1000 W. lamp, 12" Speaker, silent speed, 1 yr. guarantee, in 2 beautiful cases. INTRODUCTORY OFFER, with 4' box screen and $50 worth of rental films shipped to you. Exclusive at "National"—$425.

"MOVIE MITE" Complete Sound outfit in 1 case. Extremely portable. Latest Model with Silent Speed attachment. Exclusive at "National"—$298.

NEW COATED PROJECTION LENSES
1" $13.50
1½" 13.50
3" 18.50
4" 19.50
Specify make of Projector.

CRAIG 16MM.
Projecto-Editor with Sr. Splicer and 2000' Rewinders on Board. NEW $73.50. Reg. Price $84.00

CRAIG 8MM.
Projecto Viewer—$39.50

New 800' 16MM. Reel & Can. $2.25
Used 1600' 16MM. Reel..... 1.25
New 1600' 16MM. Can. 1.75
New 300' 8MM. Reel & Can... .80
New 400' 8MM. Reel & Can... 1.00
Bottle of Oil with Can. ..... .49

8mm. & 16mm. Silent & Sound Rental Library. Send for FREE List.

NATIONAL CINEMA SERVICE
71 DEY STREET NEW YORK 7, N. Y.

NEW HOME MOVIES

THE WHEELS TURN AGAIN. 1 reel, 10 minutes, 16 mm sound. English or French commentary. Rental $1.25; sale $28. A. F. Films, Inc., 1600 Broadway, New York 19, N. Y.

The end of the war brought new problems to France which needed to be solved before France could resume her place in the community of nations. The most pressing problem upon which depended the future life of the country was transportation, without which the people could neither feed themselves nor survive the winter. If the population was sick, France would be sick. Railroads had to be repaired, bridges restored, trains and trucks built. With typical French ingenuity, Frenchmen went to work. A locomotive could be built out of the remains of five smashed ones. New cars started to come off the assembly lines. Planes could be made out of the broken ones the Nazis left behind. The sunken fleet in the harbors at Toulon and Casablanca was refloated. Gas wells that could turn out fuel to be used in place of gasoline were put back in operation. Slowly industry began to move in France; France again begins to live. This is the story this film tells.

* * *

BURY ME NOT ON THE LONE PRAIRIE. 6 reels, 16 mm sound. Commonwealth Pictures Corporation, 729 Seventh Avenue, New York 19, N. Y.

John Mack Brown, fearless son of the

saddle, rides the range with his crooning side kick, Fuzzy Knight, in a series of 7 thrill-packed pictures of the old West, of which "Bury Me Not on the Lone Prairie" is one.

* * *

STEEL. 4 reels, 34 minutes, 16 mm sound. Technicolor. British Information Services, New York offices, 30 Rockefeller Plaza, New York 20, N. Y.; Chicago offices, 360 North Michigan Avenue, Chicago, Ill.

The backbone of Britain's industrial power lies in her great steel industry. The work of highly skilled craftsmen maintains the blast furnaces, forges, rolling mills, and machine shops. This Technicolor film describes the steel industry and the processes used from the time when the iron ore is dug out of the ground until the finished product leaves the plant. Highlighted by brilliant camera shots, the film shows the processing of small instruments as well as that of huge keels for ocean going vessels.

* * *

THE PROUD CITY. 3 reels, 26 minutes, 16 mm sound. British Information Services, New York offices, 30 Rockefeller Plaza, New York, N. Y.; Chicago offices, 360 North Michigan Avenue, Chicago, Ill.

This is a plan for London. The great damage wrought by the blitz can now be turned to good advantage, for the rebuilding of the city will be the result of careful study and investigation which will prevent haphazard regrowth. Even before the end of hostilities, the London County Council began to work out a scheme to rebuild areas of the huge city—traffic, sewage, electric power, number of homes in a given area, number of factories in the same area, etc. The various boroughs of London will become self-contained communities with homes, industry, schools, and shopping districts in their proper location.

* * *

DOES IT MATTER WHAT YOU THINK? 2 reels, 15 minutes, 16 mm sound. British Information Services, New York offices, 30 Rockefeller Plaza, New York, N. Y.; Chicago offices, 360 North Michigan, Chicago, Ill.

This provocative film arouses many questions in the minds of its audience. Are your conclusions the result of your own thinking or do you think what you are told to think? Is public opinion a power which forces legislation or is it a pliable weapon wielded

ACCEPT NO SUBSTITUTES . . . . .

Craig thalhammer tripods

ARE AVAILABLE!

Yes, the tripods whose design and craftsmanship have made them world-famous are back again — Craig Thalhammer Tripods. Two of the most popular models are now on sale at your photo dealer's. (If he does not have them on display he can get them for you in a hurry!) See them . . . sample their smooth efficiency . . . and you'll own no other!

CRAIG THALHAMMER B/L TRIPOD

Here's a dependable photographic assistant–always ready to add to your pleasure and performance. Easily adjusted two-section legs assure rigid support and Sure Foot Points swing either to rubber tread or double-pointed spur to hold a tenacious grip on any surface. There's no risky "jiggling" of your camera because you fasten the patented Instant-On Plug to the camera *first* and lock it in place with one foolproof action! Set-up for shooting is smooth, thanks to the precision made Deluxe Pan-Tilt Head with a 360° panorama bearing. A lifetime of use is built into the durable hardwood and chrome plated steel construction.

CRAIG THALMETAL TRIPOD

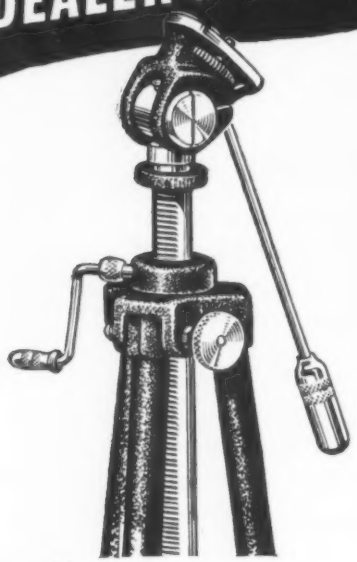
This is the lightweight favorite – ideal for all 8-mm and lightweight 16-mm movie cameras and all popular still cameras. It has the famous Thalhammer Sure Foot Points and its two-section legs are of aluminum and wood, rigidized for positive steadiness. Knurled adjusting knobs make easy any adjustment to a height of 60″ and it folds to a compact, lightweight 32″ carrying size. Its Thalhammer Midget Pan-Tilt Head features the Instant-On Plug.

CRAIG

CRAIG MANUFACTURING CO.
1823 South Hope Street, Los Angeles 15, California

QUICK-SET
ELEVATOR
TRIPOD

AT YOUR DEALER'S NOW!

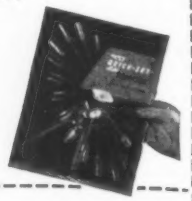


In all 3 models...
JUNIOR • SENIOR • HI-BOY

Drop in—try the sensational new ELEVATOR today. See how smoothly the fold-away crank allows you to raise and lower the camera *without* readjusting the legs. Notice its strength, lightness and rigidity. You'll agree—there's nothing else like it *at any price.*

also available...the famous
QUICK-SET "STANDARDS"

For the man who does not need the added flexibility of the ELEVATOR, the Standard Quick-Set Tripods still offer the finest in portable camera support. In JUNIOR, SENIOR and HI-BOY models.



For FREE Illustrated Brochure Write Today

QUICK-SET, INC.
1308 N. Elston Ave., Dept. 37, Chicago 22, Ill.
Please send me without obligation a copy of your detailed brochure on QUICK-SET Tripods.
Name
Address
City State
I use the following cameras
Please print Name, etc., clearly

DETROIT PUBLIC LIBRARY

by the press and by the politicians? Do you read a newspaper because it expresses your ideas or because you accept its editor's ideas? Do you approve or disapprove of the movies you see and the radio programs you hear? If you form an opinion, what use do you make of it? Finally, does it matter what you think?

* * *

FOUR YEARS—A SUMMING UP. 1 reel, 10 minutes, 16 mm sound. English or French commentary. Rental $1.25; sale $28. A. F. Films, Inc., 1600 Broadway, New York 19, N. Y.

This is a film of France from the day of defeat in 1940 to the day of victory four years later. It is the story of hard years under the invader and the tremendous effort to drive them off the soil of France.

* * *

TAXI, MISTER. 5 reels, 47 minutes, 16 mm sound. Post Pictures Corporation, 723 Seventh Avenue, New York 19, N. Y.

This film features William Bendix, Grace

Bradley, and Joe Sawyer. The plot concerns two cab drivers and their amusing adventures in capturing some gangsters during the prohibition period.

* * *

IMMIGRATION. 16 mm sound. Encyclopaedia Britannica Films, Inc., 20 North Wacker Drive, Chicago 6, Ill.

This classroom film designed to teach students the story of the movements of peoples into the United States, from Colonial times to the present day, was filmed in collaboration with Henry Steel Commager, head of the history department at Columbia university. With animated maps and photography the movie shows how the United States became populated and why Europeans left the Old World for the New. Scenes showing families leaving their homes for this country tell the human side of the story. Peasants fleeing from economic exploitation, political refugees, and religious fugitives are depicted in scenes which conclude with shots of Ellis Island and the induction into full American citizenship of immigrants.

* * *

WATER CYCLE. 1 reel, 16 mm sound. Encyclopaedia Britannica Films, Inc., 20 North Wacker Drive, Chicago 6, Ill.

Designed for students in the middle grades and junior high school, this film shows the movements of water from ocean to sky to rain to streams, rivers, and back to oceans. It was supervised by S. Ralph Powers of Teachers College, Columbia University, noted authority on science education and author of numerous textbooks on science. The film describes by photography and animation how the circulation of water is divided into atmospheric and ground circulation, how clouds form, how storms develop, how droplets of water collect and how rain falls, and follows the movements of surface and underground water. Scenes for this film were made all the way from Maine to Oklahoma. Fog was filmed from the top of Mount Washington, New Hampshire, and a line squall was photographed in Oklahoma. Cameramen waited for one special scene of rain in one locality for weeks, and when late Fall approached and it had rained only at night they engaged the local fire department to simulate a rainstorm with the fire hoses. But on the day the scenes were to be photographed rain finally fell.

* * *

TEA FROM NYASALAND. 1 reel, 10 minutes, 16 mm sound. Price $30. Young America Films, Inc., 18 East 41st Street, New York 17, N. Y.

This film is a pictorial story of how the tea plant is grown and cultivated, how the tea leaves are picked and prepared at the plantation, and how the tea is sampled, blended, and packed for the consumer. The film is recommended for elementary and high school social studies classes.

* * *

TOMESHA (DEATH VALLEY). 2 reels, 20 minutes, 16 mm sound, Kodachrome. Price $150. Young America Films, Inc., 18 East 41st Street, New York 17, N. Y.

This film depicts the geologic formation of Death Valley, showing the probable

PROFESSIONAL PHOTOS with Kent FILTERS

Kent FILTER KITS $5.95

Every amateur should use six specific filters. Kent Filter Kits are priced so anyone can afford all the necessary filters for Black and White and Color pictures. Kent Filter Kits with sunshade and six precision optical glass filters in genuine leather wallet case...for all Argus and most 8mm movie cameras (specify camera) $5.95
Kent Series V Filter Kit with six filters, $8.75
Kent Series VI Filter Kit with six filters, $10.95

SEE YOUR DEALER

AREL 4916 Shaw Blvd., St. Louis 10, Mo.
235 Meyran Ave., Pittsburgh 13, Pa.

MOVIE SUPPLIES

• INTRODUCTORY OFFER •
Free Case with Each Item

8mm Revere f2.5	$ 77.50
8mm Revere Turret f2.8	110.00
8mm Revere Mag. f2.8	127.50
8mm Keystone Model K8 f2.5	64.50
Revere De Luxe 85 projector 500W	120.00
Victor Model 60	468.00
Ampro Sound Premier 20	540.00
1½" Tele. f3.5 lens for 8mm	29.50
P500 Universal Projector	69.50
PC8 Univex, L.N.	29.50
8mm Revere f2.5C, L.N.	56.50
8mm Keystone f2.5C, L.N.	52.50
8mm Cinemaster f2.5C, L.N.	54.50

All Model Excel Projectors in stock.

CHANDROS, Dept. P-3
5609 5th Ave. Brooklyn 20, N. Y.

8 mm 16 mm
Silent-Sound
Features & Shorts
67¢ Per Reel Up
Get our new Giant 50 page catalog
Write today Two 3c stamps
MOTION PICTURES
REED AND REED DIST., INC.
7508 3rd Ave. Brooklyn 9, N. Y.

Veterans learn photography in the best equipped school in the Southwest. G.I. approved. Everything furnished. Enter immediately. No waiting. We assist you in securing living accommodations.

Fort Worth School of Photography
622 Hemphill Street Fort Worth, Texas

START A CAREER IN MOTION PICTURES

Professional Instruction At Home
Learn Hollywood, Free Lance, Industrial and Educational film technique at home. Personal supervision. Enthusiastically endorsed by successful students. For a well paid career or paying hobby, write for Free Catalog.
MOTION PICTURE INSTITUTE of the U. S. A., Inc.
124-126 S. Woodward, Birmingham 3, Mich.
APPROVED FOR VETERANS UNDER G.I. BILL

New Modern 1947 RADIANT Screens

make all pictures "POP OUT" clearly

Your motion pictures and stills seem to leap out of the screen with amazing realism! Black-and-white pictures possess a new depth and sharpness... color pictures are rich, warm and natural. The new 1947 Radiant "Hy-Flect" glass beaded screen surface makes this wonderful difference in screen performance. Thousands of tiny glass crystals imbedded in the clean white screen surface *reflect* light instead of absorbing it. And this is only *one* of the many improvements in the 1947 Radiant line of screens—you get this...

***Plus* all these Wonderful Exclusive New Features**

1. Automatic Leg Opening (Pat. Pending)
2. Screen Leveller (Pat. Pending)
3. Shakepoof Safety Catch
4. Feather Touch Adjusting Handle (U. S. Patent)
5. Double-Action Auto-Lock (Pat. Pending)
6. Built-In Shock Absorbers (Pat. Pending)
7. Automatic Leg-Lock
8. Rubber-Ball Tripod Feet
9. Triangular Steel Tube Construction
10. Automatic Leg Adjustment
11. Finger Grip Carrying Handle
12. Streamlined Design and Duo-color Scheme

Quickly set up, easily adjusted... Radiant Screens bring new thrills and enjoyment to all picture projection

Send for FREE Screen Guide
"Secrets of Good Projection," a 32-page booklet, gives proper screen sizes, correct projection lenses, tips for improving projection and many other valuable facts. Mail coupon for your FREE copy.

The Radiant "DL" here illustrated is portable, sturdy, compact, easily set up, quickly adjustable. The Radiant line includes Wall, Ceiling and Table Models in sizes 22" x 30" to 20 feet by 20 feet and larger.

RADIANT
Reg U S Pat Off
BETTER SCREENS FOR BETTER PROJECTION

Radiant Manufacturing Corp.
1201 S. Talman Ave., Chicago 8, Ill.
Send me FREE copy of "Secrets of Good Projection"—also circular showing complete line of Radiant Portable, Wall, Ceiling and Table Screens.

Name _____
Address _____
City _____ Zone _____ State _____

DETROIT PUBLIC LIBRARY

OLD TIME FAVORITES

FOR HOME USE

AVAILABLE IN
8mm 200' $5.00 per reel
16mm 400' $8.00 per reel

CHARLIE CHAPLIN AT HIS BEST
(1 Reel Each)
"In the Bank"
"The Paper Hanger"
"His Night Out"
"His New Job"

FAMOUS FEATURES
(5 Reels Each)
"THE AMERICANO"
with Doug Fairbanks, Sr.
"IN THE NAVY"
with Wallace Beery

(6 Reels Each)
"COVERED WAGON"
with Alan Hale
"DANCING MOTHERS"
with Clara Bow

COMEDIES
(2 Reels Each)
"MAMA"
with Carole Lombard
"FLUTTERING HEARTS"
with Charlie Chase
"TWO WAGONS—BOTH COVERED"
with Will Rogers
"THE PICKANINNY"
Our Gang

HAL ROACH COMEDIES
(1 Reel Each)
"START THE SHOW"
Beatrice La Plante
"GREEK MEETS GREEK"
Eddie Boland
"ROUGH SEAS"
Gaylord Lloyd
"TAXI FOR TWO"
Andy Clyde

FIGHT PICTURES
(1 Reel Each)
"LOUIS vs. BAER"
"LOUIS vs. SCHMELING"
"LOUIS vs. BRADDOCK"
"DEMPSEY AT HIS BEST"

Enclose your remittance with your order and save C.O.D. charges

EIGHT-SIXTEEN FILMS, INC.
630 NINTH AVE., NEW YORK 19, N. Y.

EIGHT-SIXTEEN FILMS, INC.
630 NINTH AVENUE, NEW YORK 19, N. Y.
Please send me your latest Sound and Silent Catalog Free.
Name .....
Address .....
City .....Zone.....State.....

DETROIT PUBLIC LIBRARY

AMBOLAC

FILM PRESERVER

Gives LIFETIME PROTECTION against scratches, fingermarks, brittleness and curl. AMBOLAC protects all types of film — still and movie — including Kodachrome and Ansco Color Film as well as black-and-white . . . also good for bromide paper prints. Easy to apply . . . no equipment necessary. 2-ounce bottle, at your dealer's, only **$1.00.**

American Bolex Company, Inc.
521 5th Ave. • New York 17, N. Y.

LENS SHADES and FILTER HOLDERS

are the choice of particular amateurs and professionals everywhere. Gives absolute protection against stray light rays. A snug fit always. There is an HCE Lens Shade and Filter Holder combination to fit practically every type of camera manufactured. Insist upon HCE, and be sure!

PRECISION BUILT PHOTOGRAPHIC EQUIPMENT

HCE

SEE YOUR DEALER OR WRITE

1380 BUSH STREET
SAN FRANCISCO 9
CALIFORNIA

growth of the valley through the ages, and discussing the various flora found in the valley. It describes how the Indians, native to the valley, adapted themselves to their environment and were able to subsist on native plants which the white man was unable to do. It discusses the valley's development since the advent of the white man.

* * *

SEASHORE ODDITIES. 2 reels, 20 minutes, 16 mm sound, Kodachrome. Price $160. Young America Films, Inc., 18 East 41st Street, New York 17, N. Y.

Filmed at the Hopkins Marine Laboratory, Monterey, California, this is an exquisite scientific study of marine invertebrate life found in the first fathom of ocean water. The film is entirely scientific in its presentation. It covers four main family types of marine invertebrates, Coelenterate, Echinodermate, Mollusca, and Arthropoda, how they secure food, and their methods of reproduction.

* * *

OFF THE HORSES. 2 reel, 16 mm sound. Price $37.50. Official Films, 25 West 45th Street, New York 19, N. Y.

A fast, racy film, starring Bert Lahr and his own special brand of comedy. The setting is the race track.

* * *

PLAYBOY NO. 1. 2 reels, 16 mm sound. Price $37.50. Official Films, 25 West 45th Street, New York 19, N. Y.

Willie Howard plays the part of Professor Pierre Ginsbairge who makes an ocean voyage to France. Slapstick situations develop as some gangster shipmates get "beaucoup" friendly with the French professor. Poor Willie tries to win a blonde bombshell aboard ship, but goes overboard.

* * *

THIS IS NO LAUGHING MATTER. 100 feet, 16 mm sound. Price $7.50. Official Films, 25 West 45th Street, New York 19, N. Y.

Marylyn Maxwell is featured in this vocal selection accompanied by Ted Fio Rita's Orchestra.

* * *

OPEN THE DOOR, RICHARD. 1 reel, 16 mm sound. Abbe Films, 503 Fifth Avenue, New York, N. Y.

This version of the now famous song features its creator, Dusty Fletcher.

* * *

ONE WORLD OR NONE. Available in 16 mm sound, 16 mm silent and sound slidefilm form. Film Publishers, Inc., 25 Broad Street, New York 4, N. Y.

The atomic scientists, aware of the tremendous implications of atomic energy for world betterment or destruction, have at last spoken officially through the medium of this new film, produced by Philip Ragan in cooperation with the National Committee on Atomic Information and the Federation of American Scientists, which is being distributed nationally, both theatrically and non-theatrically. An urgent problem of world-wide interest in itself, the "One World" implications of atomic energy forerun the greater need for unity in cooperation on all levels of life. For this reason, this new film will serve not only as the lead-off for discussion about the control of atomic energy for the good of mankind, but also will serve to provide momentum for discussions on other phases of international relations, national affairs, and inter-group relations. The conclusion of the film points out the necessity for all nations to unite to establish world-wide control of atomic energy and other weapons of mass destruction.

* * *

PENTHOUSE RHYTHM. 6 reels, 16 mm sound. Rental $17.50. United World Films, Inc., R.C.A. Building, Rockefeller Center, New York 20, N. Y.

A carefree musical comedy that deals with the efforts of a group of talented young persons striving to attain professional recognition. Complications thwarting their eventual success are amusingly developed in this comedy, which features a musical score of special songs. The stars are Kirby Grant, Lois Collier, Eric Blore, and Maxie Rosenbloom.

* * *

JOURNEY INTO FAITH. 34 minutes. United World Films, Inc., Rockefeller Center, R.C.A. Building, New York 20, N. Y.

Cleopas of Emmaus, provider of sheep for the Temple, is blacklisted by the High Priest because he refuses to be a witness against the Master. Just before the crucifixion, he joins a movement to overthrow the Romans and their subservient priests. On his journey homeward he comes face to face with the risen Christ, but recognizes Him only as He breaks bread at the evening meal.

* * *

PALESTINE. 16 mm sound. Produced by The March of Time. Cosmopolitan Films, 3248 Gratiot Avenue, Detroit 7, Mich.

Palestine is the story of that rugged country, today undergoing great agricultural and industrial change at the hands of 570,000 Jews who are determined to mould it into

MOVIE 8 mm 16 FILM

READY FOR YOUR CAMERA—PROCESSING INCLUDED

Standard fresh stock on standard daylight loading spools. Weston 24 and 64 fully panchromatic. Give you pictures of theatre-like quality. Scientifically processed free!

	25 ft. 8-8	50 ft. 16mm	100 ft. 16mm
WESTON 8 OUTDOORS OR TITLES	$1.49	$1.75	$2.89
WESTON 12 OUTDOORS	1.69	1.95	3.19
WESTON 24 INDOOR 16	1.95	2.89	5.19
WESTON 64 INDOOR 40	2.25	3.09	5.49

FOR REVERE Single 8 mm Per Reel..... **$1.49**

FOR UNIVEX Single 8 mm Per Reel..... **$1.25**

MONEY BACK GUARANTEE
Steady reorders from satisfied customers from coast to coast prove the quality of Superior Film. Full tone scale-fresh stock plus money-back guarantee. Send trial order today for test. Catalog of movie accessories and equipment FREE. Mail orders promptly filled. Write today!

SUPERIOR BULK FILM CO.
105 S. Wells Street
Dept. A68, Chicago 6, Ill.

PANCHROMATIC MOVIE FILM

- TOP QUALITY—*NOT* SURPLUS
- EXTRA SPEED
- FINE GRAIN
- WESTON 32
- ANTI-HALO
- EXCELLENT INDOORS OR OUT

25 Ft. Double 8 .....$1.75 Postpaid
100 Ft. 16 mm. .....$4.45 Postpaid

PROCESSING INCLUDED

Spooled, Ready for Your Camera, Dalite Loading
FAST SERVICE! POSTPAID! ORDER NOW!

Chromex Films, Box 147-H, Rutherford, N. J.

CASH FOR CAMERAS LENSES—PROJ., ETC.

WRITE US WHAT YOU HAVE FOR SALE, PRICE WANTED

FREE BARGAIN LIST

"CAMERA MEN"
542 5th Ave.
NEW YORK 19

IPGA

WANT DIVIDENDS ON YOUR PHOTO PURCHASES?

For Complete Free Bulletin . . .
No Obligation . . . Write

INDEPENDENT PHOTOGRAPHERS GUILD of AMERICA
509 FIFTH AVENUE, NEW YORK 17, N. Y.

FREE! STERLING FILMS
ADVANCE ILLUSTRATED CATALOG
of their newest 8 and 16 mm. productions
Write Dept. A
STERLING FILMS, Inc.
1186 BROADWAY NEW YORK 1, N.Y.

CINE DUPLICATES

8mm enlarged to 16, 16mm reduced to 8
8mm, 16mm & 16mm sound duplicates
Made in B&W or color on latest electronic controlled printers
Distinctive titling and editing
WRITE FOR FREE LITERATURE
National Cine Lab., Box 4425, Washington 17, D.C.

My best pictures begin

with a

DeJUR *Lifetime*

Dual Purpose

Exposure Meter

Walter Engel...

leading industrial photographer

says: "Correct exposure readings are a 'snap' from either incident or reflected light with the new DeJUR *Lifetime* Dual Purpose Exposure Meter."

THE ONLY METER GUARANTEED FOR A LIFETIME OF ACCURATE SERVICE

The proof is in the picture. You'll be amazed at the "professional touch" in all your pictures when you use the sensational new DeJUR *Lifetime*. Its automatic, one-hand operation, its rugged yet lightweight construction, its die cast aluminum housing and streamlined functional design assure accurate ASA readings under all conditions.

IT'S 4 WAYS BETTER . . . FOR BETTER PICTURES

1. It gives accurate reflected light readings.
2. It gives accurate incident light readings.
3. It affords higher scale readings at lower light levels.
4. It's automatic . . . for speedy one hand readings.

$32.50
TAX INCLUDED

DeJUR *Lifetime*

...for the pictures you want

DeJUR-AMSCO CORPORATION . . . LONG ISLAND CITY . . . NEW YORK

DELTA FOR LENSES and FILM BARGAINS

We have a complete listing of all our lenses, to fit all cameras, which is yours for the asking. Drop us a line and ask for Booklet "M." It's free. See our remarkable offerings at money saving values.

Information, Please!

Still going strong, but limited space prevents us from our usual spiel. Don't forget, we may not know everything but we'll try harder than anybody else to come up with the correct answer. Remember, write to the Technical Department; they get all the headaches.

NOW! DELTA SAVES MONEY FOR THE 35mm FILM USER

DELTA SPECIAL

Do you have a 35mm camera? Want to save up to 80% in your film cost? Quick as a flash, write to DELTA and order some of our outdated, but guaranteed, 35mm film. Millions of feet have been sold to our satisfied customers and we have millions more waiting for the SMART 35mm fan who orders his film from us. Look at our prices and then COMPARE . . . comparison will prove that our price is LESS THAN HALF of present value.

ANSCO—Finopan, Supreme, Ultra Speed Pan.
EASTMAN KODAK—Panatomic X, Plus X, Super XX
DEFENDER—Superior #2, Superior #3

100' $1.98 200' $3.75 400' $6.75 1000' $16.75

(Please specify second choice when ordering. We reserve the right to substitute a similar emulsion of another make to hasten delivery.)

For your convenience—Our daylight Bulk film Loader . . $5.95 Requires no darkroom for loading standard 35mm cartridges, once the 100' roll of film is inserted in the loader. Brand new and fully guaranteed to satisfy.

EMPTY 35mm cartridges (used) . . . . . $1.00 per dozen

SPECIAL COMBINATION OFFER! Take advantage of our unusual combination bargain special!

1—100' film (any type)	regular	$1.98
1—Daylight Film Loader	regular	5.95
12—Empty Used 35mm Cartridges	regular	1.00
Total		8.93

DELTA'S SPECIAL PRICE FOR THIS COMBINATION . . $7.95

NOTE: You save almost $1.00!

ATTENTION: KINE EXAKTA OWNERS

DELTA SPECIAL

We can at last supply bayonet adapters in matched pairs, male and female, for use with standard Leica Extension tubes, to fit the KINE EXAKTA camera and lenses. With this set, any lens in a focusing mount can be screwed into the set and be used with this camera. Leica lenses are instantly fitted into the bayonet adapter and, if in collapsible mounts, may be used at all distances from 1½ feet to infinity. Lenses in non-collapsible mounts can be used for close-up work and, with the extension tubes, easily available, can be used for extreme close-up work. We made these in response to the hundreds of calls we have had and are sure that these are the only ones of their kind in the country.

GET YOUR ORDER IN NOW. BE AMONG THE FIRST. Kine Exakta Bayonet Set.

Consisting of one male bayonet adapter (fits into camera), one female adapter (Kine Exakta lens fits into it) and one extension tube (threaded, fits into both adapters for copying or close-up work).

COMPLETE SET $17.50

EXTENSION TUBES:
7mm—$3.18 15mm—$3.18 30mm—$3.81 45mm—$4.00
60mm—$4.40 90mm—$5.18

DO YOU OWN A 16MM MAGAZINE CAMERA? SAVE UP TO 80% ON FILM COSTS!

Load Your Own Magazines. Let Us Show You How—It's So Easy!

16MM EMPTY MAGAZINES, for KODAK, BELL & HOWELL, LEKTRO, GSAP, and Wing Gun Cameras or any similar type of camera. Furnished with complete instructions for loading. Easy as pie for anyone who can load a camera. Priced, complete with instructions, ready for loading . . . . . $1.00 each; $11.25 per dozen

ORDER THEM BY THE DOZEN GET READY FOR SUMMER PICTURES!

The same magazines, already loaded with 50' of negative film ready for camera use, but WITHOUT PROCESSING. Easily developed at home by the negative or reversal process. Also supplied with full instructions for reloading. $1.49 each; $16.00 per dozen

50' 16MM NEGATIVE, on cores, ready for loading into magazines, in darkroom packages. 50 WESTON . . . . . $.75 each; 12 for $7.50

100' 16MM FILM, SUPER XX NEGATIVE, 100 WESTON for negative use, or may be reversed, without processing . . . . . $1.49 each; 12 for $16.00

RUSH YOUR ORDER NOW—DON'T DELAY—SAVE MONEY NOW!

All Prices F.O.B. New York. C.O.D. Orders Subject to 20% Deposit.

DELTA PHOTO SUPPLY

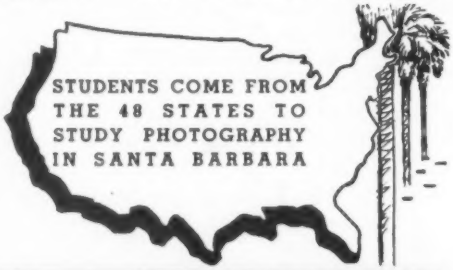
690-F THIRD AVE.
NEW YORK 17, N. Y.

Learn PHOTOGRAPHY In

SANTA BARBARA -- THE PICTURE PARADISE

Out of all the places in the nation—we selected Santa Barbara for our photography school! Why? A superb climate, beautiful natural setting, a cultural community—offer true inspiration to those studying photography. Beginners, professionals, and advanced students develop ability and knowledge at the Brooks Institute of Photography. All instructors are professional photographers, trained in the techniques of vocational education.

FULL DETAILS AT YOUR REQUEST



BROOKS Institute of PHOTOGRAPHY

NINE-O-THREE STATE STREET • SANTA BARBARA, CALIFORNIA

35mm SPECIAL

36 ex. rolls (NO UNIVEX) dev & enl | DOUBLE SET (2 of each neg) | 3¼ x 4½ GLOSSY plus Fresh Reload | for only $2.50

Studio 35 — Box 677 GRAND CENTRAL P.O. NEW YORK N.Y.

The PERSONALIZED ALBUM with Your Name in Gold

Made in School, Scout, Camp or Club colors. Blue, black, green, maroon or white covers. Beautiful two color ties. Ideal Personalized Gifts.

Price Only $1.00 Postpaid

TEXAS ALBUM CO.
4720 Edison St. Houston 9, Texas

a modern Jewish state. The film reveals not only the progress that has thus far been made toward modernization of the Holy Land, but also the problems to be solved and the obstacles to be surmounted before the Jewish people can achieve their objective. Whether Palestine's gates are opened wide to Jewish refugees this year, or next, or not at all, this is a film that will continue to command interest and attention while all nations strive to preserve world peace.

HOME MOVIE NOTES

Research and production offices of Encyclopaedia Britannica Films are officially open in the former First National Bank Building of Wilmette, Illinois, as the entire production and research staffs of the educational motion picture producers complete their move from New York City. Administrative and sales offices of the company will continue to be maintained in the Civic Opera Building, 20 North Wacker Drive, Chicago, Ill.

* * *

Young America Films, Inc., 18 East 41st Street, New York 17, N. Y., announces the release of a new series of primary grade story slidefilms, done in full color art work and printed in Ansco color.

These are familiar stories for children—among the titles are: Hansel and Gretel, The Little Red Hen, Little Black Sambo, Rumpelstiltskin, Cinderella, The Three Little Pigs (see accompanying photo), The Three Little Bears, and The Dog and the Cat.

* * *

Church-Craft Pictures, 3312 Lindell Boulevard, St. Louis 3, Mo., has issued a catalogue listing the Church-Craft visual aids which are suitable for use in Vacation Bible Schools.

* * *

The 1947 catalogue of National Cinema Service, 71 Dey Street, New York, New York, the 10th Anniversary issue, is now being distributed. The catalogue lists the Service's libraries of 8 and 16 mm silent, and sound films. The catalogue also features various sound and silent projectors, cameras, film, and accessories stocked by National Cinema Service.

* * *

Encyclopaedia Britannica Films soon will release its first full-color sound films, it has been announced by H. R. Lissack, vice-president, who revealed that six color films are now in varying stages of production. In all, twenty educational motion pictures are now in production at EBF studios and at locations all over the world, Lissack revealed. Four of the new color films are on art subjects.

* * *

A unique kind of international newsreel, narrated in 24 different languages and distributed to more than 52 countries outside the United States, went into production recently at RKO Pathe, it was announced by Hamilton MacFadden, associate chief of the International Motion Picture Division, Department of State, and Walton C. Ament, vice-president and general manager of RKO Pathe, Inc. Titled, "The News Magazine," the one-reeler will be released by the State Department's Office of International Information and Cultural Affairs and will present pictorial events that influence and reflect the lives of all in the United States.

* * *

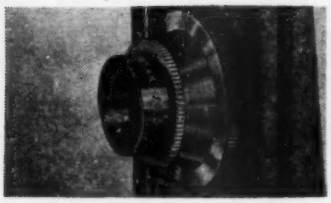
A new paper entitled, *EB Film News*, distributed by Encyclopaedia Britannica Films, Inc., 20 North Wacker Drive, Chicago, Ill., will be sent free to all photographers in the country interested in audio-visual education.

* * *

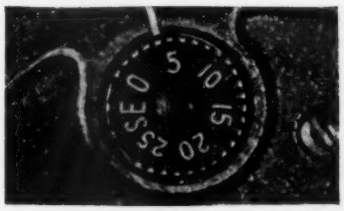
Having been the pick of Pan American World Airways last year when trans-Atlantic airline passengers were treated to their first feature movie en route, Filmo-

FEATURES EVERY CAMERA FAN WANTS!

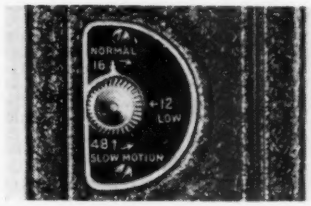
PLUS PRECISION



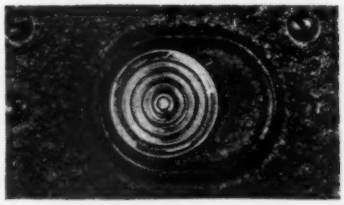
INTERCHANGEABLE MOUNT for f.2.5, f.1.9, and 1" or 1-1/2" Telephoto lens.



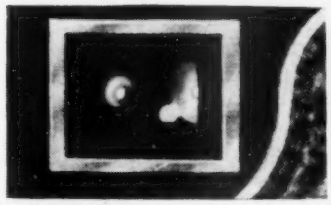
AUDIBLE FOOTAGE INDICATOR to hear and check the film footage being taken.



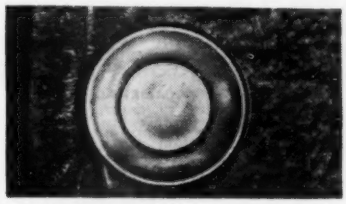
SLOW MOTION, normal and fast speed action—12, 16 and 48 frames at a shutter speed of 1/40th per second.



LOCKING DEVICE to take your own picture with your Camera. Just lock camera "on" and walk into scene



BUILT-IN precision view-finder, indicating field of picture.



PUSH BUTTON release—facilitating handling of the Camera

GREATER PICTURE PLEASURE PER DOLLAR

Keystone

Versatility—The Keystone 8 has it . . . color film, black-and-white, slow motion, interchangeable lens mount. *Ease of operation*—No sprockets to thread in the Keystone 8! Long range television view-finder . . . footage indicator you can *hear* while the camera is at your eye. *Plus low-cost . . . low cost* operation! *Plus precision* construction throughout! Plan to enjoy real picture pleasure . . . keep tabs on your dealer, he'll have the Keystone 8 soon!

KEYSTONE MANUFACTURING COMPANY, BOSTON, MASSACHUSETTS

We Offer...

- ONLY BEST QUALITY CAMERAS
- BETTER TRADE-IN ALLOWANCES

I. LEICA CAMERA BARGAINS

1. Leica Standard, f3.5 Elmar ..... $ 79.50
2. Leica II (cpld. r.f.) f3.5 $135.00; f2... 175.00
3. Leica III-A, f3.5, $175.00; f2 ..... 235.00
4. New Leica III-C, f3.5 coated Elmar.... 297.50
5. New Leica III-C, f2 coated Summitar.... 392.00
6. 250 Exposure Leica, f3.5 Elmar L.N.... 285.00

II. 35mm CANDIDS

1. Contax I (all speeds) f3.5 C.Z.T., $139.50; f2.8 C.Z.T., $149.50; f2 Sonnar $175.00
2. Contax II, f3.5 C.Z.T., $215.00; f2.8, $235.00; f2 Sonnar, $275.00; f1.5... 345.00
3. Contax III, f2 Sonnar, $315.00; f1.5... 349.50
4. Minox 125.00
5. Kodak Retina I (chrome), f3.5 Ektar.... 75.00
6. Retina II, f2.8, $149.50; f2 Xenon..... 165.00
7. Dollina II, f2.9 Schneider, $95.00; f2.8 C.Z.T., $119.50; f2 Xenon 135.00
8. Super Baldina, f2.9 (cpld. r.f.) 95.00
9. Weltini f2.8 C.Z.T. $145.00; f2 Xenon.. 165.00
10. Robot II, f2.8 C.Z.T., $110.00; II, f2 Biotar 139.00
11. Mercury I, f3.5, $29.50; II, f2.7..... 49.50
12. Perfex "55" f3.5 $55.00; f2.8 ..... 69.50
13. Perfex "Deluxe" f2.8 ctd. Woll., case.. 99.50

Everflash II Strobelite Complete with charger, bulb, reflector, gun, carrying case, $185.00; tax $12.50

III. RANGEFINDER CANDIDS

1. B.F. Foth Derby, f3.5, $55.00; f2.5... $ 62.50
2. Zeiss Super Ikonta A, f3.5 C.Z.T. $125.00; B, f2.8 C.Z.T. $185.00; C, f3.5 C.Z.T. 185.00
3. Zeiss Super Ikonta BX f2.8 C.Z.T..... 249.50
4. Weltur f2.8 C.Z.T. in Comp.-Rap. 149.50
5. Rangefinder Bessa, f3.5 in Comp.-Rap. .. 110.00
6. Rangefinder Duo 620, f3.5 in Comp.-Rap. 155.00
7. Super Kodak 620 ("Electric Eye")..... 195.00
8. Plaubel Maxima II (chrome), f2.9, acc... 195.00
9. Medalist I, $169.50; II 219.50
10. Kodak Bantam Special f2 Ektar..... 145.00

IV. REFLEX CANDIDS

1. Zeiss 35mm Contaflex, f2.8 C.Z.T., $299.00; f2 Sonnar, $349.50; f1.5... $399.00
2. 35mm Kine Exakta, f2.8 C.Z.T., $275.00; f1.9 Primoplan, $325.00; f2 Zeiss Biotar 345.00
3. 35mm Praktiflex, f3.5 Vietar, $129.50; f2.9 Vietar, $155.00; f2 Xenon, $195.00; f2 Biotar 225.00
4. Pilot Super, f3.5, $59.50; Pilot "6" f3.5 42.50
5. National Graflex II, f3.5 B&L Tessar.... 79.50
6. Rolleicord, f4.5, $95.00; f3.5..... 145.00
7. Sport Rollei, f3.5 C.Z.T., $135.00; f2.8 169.50
8. Standard Rolleiflex, f3.5 C.Z.T. 185.00
9. Automatic Rolleiflex, f3.5 C.Z.T. 275.00
10. Voigtlander Focusing Brilliant, f3.5..... 129.50
11. Voigtlander Superb, f3.5 Skopar..... 145.00
12. Zeiss Ikoflex II, f3.5 C.Z.T. 195.00
13. Zeiss Ikoflex III, f2.8 C.Z.T. 325.00
14. Primaflex, f2.8 Meyer 175.00
15. Exakta B, f3.5 C.Z.T., $115.00; f2.8 C.Z.T. 139.50
16. Night Exakta, f1.9, accessories..... 199.00
17. Reflex Korelle I, f3.5 Vietar, $110.00; f2.9 Vietar, $129.50; f2.8 C.Z.T..... 175.00
18. Reflex Korelle II, f2.8 C.Z.T. 199.00

V. PRESS CAMERAS

1. 2¼x3¼ or 3¼x4¼ Voigt. Avus, f4.5 Skopar, 3 hldrs., f.p.a. ..... $ 65.00
2. 2¼x3¼ Linhof Standard, f4.5 C.Z.T.... 125.00
3. 2¼x3¼, 3¼x4¼ and 4x5 Speed Graphics with f4.5 lenses, cpld. r.f., flash, etc. 195.00
4. 2¼x3¼ or 3¼x4¼ R.B. Graflex B.... 95.00
5. 3¼x4¼ Graflex D, f4.5..... 149.50
6. 4x5 R.B. Graflex B, f4.5, $115.00; "D". 159.50
7. 5x7 Linhoff f4.5 C.Z.T. hldrs. case, etc. 265.00

VI. LEICA LENSES

1. 50mm f1.5 Xenon, New..... $249.50
2. 90mm f.4 Elmar, coated, New..... 141.75
3. 90mm f.4 Elmar, Like New..... 99.50
4. 127mm f4.5 Am. Leitz ctd., Like New.. 135.00
5. 135mm f4.5 Hektor cdt., New, $213.50; L.N. 155.00
6. 135mm, Hektor and 200mm Telyt with reflex focusing housing, case..... 375.00

VII. CONTAX LENSES

1. 2.8cm f8 Tessar Wide Angle..... $125.00
2. 3.5cm f2.8 Biogon Wide Angle 250.00
3. 8.5cm f4 Triotar, $150.00; f2 Sonnar... 275.00
4. 13.5cm f4 Sonnar 175.00
5. 30cm f8 Tele-Tessar 250.00
6. 8.5cm f2 Sonnar (Contaflex)..... 250.00
7. 13.5cm f4 Sonnar (Contaflex)..... 195.00
8. 18cm f2.8 Sonnar with Flektoscope (L.N.) 550.00

VIII. NEW MOVIE LENSES
FOCUSING MOUNT

1. Regular f1.9 Woll. (8mm) ctd..... $64.50
2. 1½ in. f3.5 Woll. Tele (8mm)..... 49.50
3. 1½ in. f4 Dallmeyer (8mm) 39.50
4. Regular f1.5 Woll. ctd (16mm)..... 66.50
5. 17mm f2.7 Woll. W. A. (16mm)..... 56.55

NOTE: All above items Like New unless marked NEW.

Top Prices Paid FOR CAMERAS, LENSES, ETC.

BOYLSTON CAMERA EXCHANGE

42 Bromfield Street Boston, Mass.

10-Day Free Trial

sound got the nod recently when Northwest Airlines began experiments with similar passenger entertainment. Some 50 engineers, newspapermen, and film and airline executives witnessed the first test in a Trailblazer DC4 recently. Empire Photosound, Inc., of St. Paul, has been working with NWA on details of installation.

* * *

Mr. Rigot, in charge of visual education in Belgium schools (at right in the accompanying picture) learns of the operation of Ampro's "Premier-10" 16 mm sound-on-film projector from Roger Descamps, president of Ampro Belgium sales, distributor for

Ampro equipment throughout Belgium. This picture, taken in a Brussels classroom, shows teachers and students viewing Encyclopaedia Britannica films being run.

* * *

A motion picture to stimulate travel interest in the American Southwest is being prepared by Trans World Airline in cooperation with Frank Donovan Associates. Prepared from material assembled by Frank Hargrove of TWA and Frank Donovan on an extensive tour of the area, the production will employ a cast of professional actors and will be shot on location and in the studio. It will be made in Kodachrome.

* * *

A wide variety of one- and two-reel home movie subjects, covering entertainment and educational films, is listed and illustrated in Official Films' newest catalogue. This catalogue will be of interest and value to all projection enthusiasts, and is available free upon request from Official Films, 25 West 45th Street, New York 19, N. Y.

* * *

Superior Coach Corporation's (Lima, Ohio) excellent picture on safety, "Priceless Cargo," an 18½-minute treatment of school busses and their young passengers), originally was presented in Washington, D. C., before an audience including many of the nation's leading educators and safety experts. Next came a series of "state previews." In Massachusetts 5,000 showings are scheduled for this year, with the state highway patrol in possession of eight prints. The lack of commercialism in this film has won it the backing of every group approached thus far. Jam Handy produced it.

* * *

To stimulate travel in America, the Ford Motor Company is sponsoring a series of documentary travel films in color entitled, "Americans at Home." Transfilm, Inc., of New York is the producer.

* * *

In a 72-page booklet entitled "Industrial Films—a Source of Accurate Information," the Department of Labor (USES) has rounded up some detailed and highly useful facts concerning 51 films covering a wide variety of industrial subjects.

* * *

Documentary motion pictures showing employes of the Fairchild Camera and Instrument Corporation demonstration of modern engineering and shop practices are being made in the Fairchild plant at 88-06 Van Wyck Blvd., Jamaica, New York, to be shown in high schools and colleges throughout the country, serving as adjuncts to current McGraw-Hill textbooks on engineering and mechanical drawing.

* * *

United States films forwarded by the Committee on the American Non-Theatrical Film Entries to the World Film and Fine Arts Festival in Brussels, include: "The Robin" (Heidencamp Nature Pictures), "Springboard Techniques" (Coronet Instructional Films), "The Monarch Butterfly" (Simmel-Meservey), "Kodachrome Cinematography of Bronchial Tumors" (Dr. Paul H. Holinger), "Bathing the Baby" (Johnson and Johnson Co.), "Story of Menstruation" (International Cellucotton Products Co.), "Junior Citizen" (Alvin J. Gordon), "Eggs"—"Petroleum"—"Tuberculosis"—"Immigration"—"Atomic Energy"—and "Using the Classroom Film" (Encyclopaedia Britannica Films).

Clever Titling

(*Continued from page* 117)

a cross arm placed across the turntable. (See Figure 3.) The motor can be slowed by hand on the turntable surface.

In making the title itself, the spiral background card is fastened to the wooden block on the spindle as before. A sheet of glass large enough to clear the card on all sides is propped up with blocks or books so that it rests about an inch or so above the background. Title letters are put in position on this glass and filmed in the normal manner with the turntable motor turned on and, of course, spinning the spiral background only. (See Figure 4.) A variation of the spiral can be made by drawing lines from a point just below the center and bottom limits of the field of view to give a "ray" effect.

Title background cards can be made photographically by exposing a sheet of 8x10 matte or semi-matte enlarging paper to a light source—such paper to have laid over it objects suggesting the theme of the title. Figure 5 shows how these objects are placed on the paper—in this case fishing tackle for a fishing film. This work should be done under regular darkroom safelight—red or yellow-green suitable for photographic emulsions. This paper with objects thereon is then exposed to an 80-watt or 100-watt bulb for a few seconds and the paper then developed in any good print developer, rinsed, fixed in hypo, washed for the prescribed time—at least an hour—and then dried. Now it is ready for title making. The

Shadow effect is created by placing an object, such as a tree branch, so that light will cast a shadow on background.

paper now has a dark background with white outlines of the subjects placed on it. If a light background with dark object images is desired, a second print can be made from the first by using the first print as a negative and printing the second one by contact. Figure 6 shows both types of background cards.

An effective shadow background title can be made somewhat as in Figure 7. It is done by placing an object, such as a tree branch, between the light and the

It's easy to buy with our budget plan!

As little as 10% down... up to 12 months to pay... on all purchases of $35.00 or more.

New Triumph Electronic Flash

Converts your own flashgun into a strobolite—operates at 1/10,000th second—produces thousands of flashes from the same lamp, using ordinary flash batteries. Plug it into your own flashgun and it is ready for split-second shots. Weighs only 9 lbs. **$135.00**

4x5 Albert Viceroy Printer. — All metal, adjustable masks, for all film 35 mm to 4x5" **9.20**

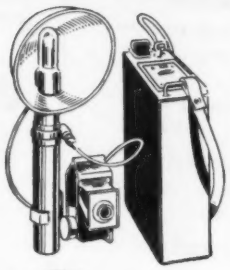
Albert Royal Tripod—All metal, adjusts instantly all heights to 63". With Royal Pan Head **15.52**

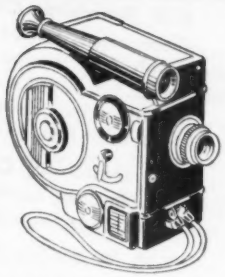
New Dejur "1,000" 8mm Projector

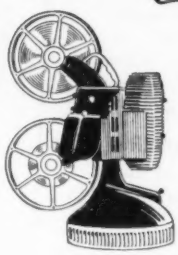
With powerful 750-watt lamp for average room use; designed for 1,000-watt lamp for gigantic images with color film. Combines every desirable feature for maximum enjoyment. With F:1.6 lens, 400-ft. reel, cordomatic cord and 750-watt lamp **$174.00**

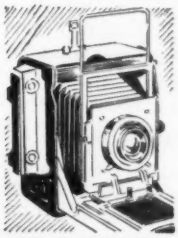
Filmo-Master "400" 8mm Projector with 400-watt lamp, F:1.6 lens **177.45**

Filmo Diplomat 16mm Projector with fast lens, brilliant illumination, with case **273.00**









Revere 8 Magazine Camera

With new simplified magazine loading for black and white or color and all latest improvements. Equipped with universal focus Bausch & Lomb F:2.8 coated lens **$127.50**

Filmo Sportster 8mm Camera—Improved and refined, with new 3-dial exposure calculator, fast, color corrected lens and new, longer film run. With F:2.5 coated lens **102.61**

Filmo Autoload 16mm Magazine Camera — Five film speeds plus single frame exposures. With 1" F:2.5 Universal Focus Coated Lens ... **186.67**

Busch Pressman Camera

A top quality 2¼x3¼" precision camera for cutfilm, filmpacks or plates. Equipped with Kalart Rangefinder, F:4.5 Wollensak lens and Rapax shutter **$171.70**

Argus C3 35mm Camera — With F:3.5 coated lens, shutter 1/10-1/300th and coupled rangefinder. Complete with case **70.33**

SPECIAL SALE OF USED EQUIPMENT

Every item guaranteed in perfect operating condition and sold on 10-day money back trial. Many look practically new and can be identified by the notation "Like New" or "L.N." in the listing below.

35mm Miniature Cameras and Accessories—Like New

Jubilette, F:2.9 Trioplan, Compur ... **$59.50**
Clarus, F:2.8 Wollensak coated, coupled Rangefinder, Eveready case .. **99.00**
Leica Standard, F:3.5 Elmar **87.50**
Liotax (Jap Leica), F:3.5, cpld. RF ... **99.50**
Leica F, F:3.5 Elmar, Black model ... **175.00**
Leica G, F:2 Summar **230.00**
Elmar Lens, 50mm F:3.5 ..... **59.50**
Leitz Vidom Finder **44.50**
Leitz Univ. Finder, self-erecting **69.50**
Sonnar Lens, 50mm F:2 ..... **105.00**
Sonnar Lens, 50mm F:1.5, coated **199.50**

Other Like New Miniature Cameras

2¼x2¼" Rolleicord II, F:3.5, with Abbey Flashgun and case **$175.00**
2¼x2¼" Korelle I, F:3.5 Victar, cse. **105.00**
2¼x2¼" National Graflex II, 3.5, cse. **87.50**
2¼x2¼" Korelle II, F:2.9 Victar, cse. **129.50**
2¼x2¼" Noviflex, F:2.9 Trioplan .. **69.50**
2¼x2¼" Altissa, F:4.5 Victar, Comp. **34.50**
1⅝x2¼" Zeiss Ikonta A, F:4.5 Tessar in Compur **59.50**
1½x1⅝" Foth Derby, F:2 5, cpld RF **52.50**
1½x1⅝" Vollenda, F:3.5 Radionnar in Compur **49.50**
45x105mm Heidascope Stereo, F:4.5 Tessar **99.50**

Press, Graphic, Graflex Cameras

2¼x3¼" Busch Press, F:4.5 coated Wollensak, Alphax shutter. Like New **$129.50**
5x7" Graflex B, no lens **89.50**
4x5" Auto Graflex, 4.5 B&L Tessar .. **199.50**
4x5" Graflex Compact, 4.5 B&L Tess. **126.00**
4x5" Auto Graflex, F:3.5 Xenar **159.50**
3¼x5½" Graflex 3A, F:6.3 Kodak Anas **$57.50**
3¼x4¼" RB Auto Graflex, 4.5 Z. Tessar **185.00**
3¼x4¼" RB Graflex, F:4.5 K.A. **104.50**
3¼x4¼" RB Tele Graflex, no lens ... **42.50**
3¼x4¼" Graflex B, F:4.5 K.A. **72.50**
9x12cm Miroflex, F:4.5 Zeiss Tess ... **129.50**
9x12cm Plaubel Makina, F:3.9 Antico **149.50**
9x12cm Miroflex, 16.5cm F:4.5 Tess. **145.00**

Movie Equipment

8mm Univex Turret Camera with ½" lens, 1" telephoto lens and case **$42.50**
8mm Univex C8 Camera, F:3 5, case .. **14.95**
8mm Cine Nizo Camera, F:2.9 ..... **39.50**
8mm Bolex L8 Camera, F:2.8 Yvar in focusing mount, like new **99.50**
8mm Cinemaster II, F:1.9, like new ... **87.50**
8mm Emel Turret Camera with ½" F:1.9, 1½" F:1.9, and F:2.5 wide angle lenses. With case **281.00**
16mm Victor 3 Camera with F:3.5 Dallmeyer in focusing mount **99.50**
16mm Filmo 70A Camera with F:3.5 THC lens and case **74.50**
16mm Filmo 70DA Camera complete with 3 lenses & case. A $575.00 value. Like New **455.00**
8mm Keystone K8 Camera, F:2.5 L.N. **51.70**
16mm Cinklox, F:2.5, Like New **61.50**
16mm Amprosound "X" with speaker . **295.00**
8mm Ampro "8" Projector & case. L.N. **129.50**
8mm B&H Filmomaster Projector, 500-watt, 400-ft. capy. & case **149.50**
16mm Natco Sound Projector and case, was $479.00. Like New **399.00**
16mm Excel P46 Projector. Like New . **27.50**
16mm Valette Silent Projector, 750-watt, 2,000-ft. capy. Case. L.N. **169.50**
16mm Victor 40B Sound Projector with speaker, was $454.00. L.N. **$375.00**
16mm Movie Mite Sound Projector with speaker and canvas cover. L.N. **245.00**
8mm Craig Projecto-Editor, L.N. **42.50**
16mm Craig Projecto-Editor, L.N. ... **68.00**

2x2" Slide Projectors

Argus, formerly $27.75. Like New **$19.95**
Marton, formerly $27.50. Like New ... **13.95**
Vokar, regularly $15.95. L.N. **10.95**
B&L 150-watt, reg. $51.90. L.N. **29.95**
Leitz with 85mm Hektor lens **57.50**
S.V.E. "AAA," 300-watt, 7" lens, and case **64.00**
S.V.E. "DD," 150-watt & case. L.N. .. **49.50**
Kodaslide II, 7" lens, changer, L.N. **51.50**

Lenses

Boyer Saphir 28" F 6.3, barrel **$299.00**
Gundlach Portrait 19" F:4.5, barrel .. **97.50**
B&L Portrait 24" F:6.8, barrel **109.00**
Wollensak Verito 14½" F:4 in No. 4 Studio shutter **114.50**
Schneider Xenar 48cm F:4.5 in No. 5 Studio Shutter **295.00**
Ilex Paragon 14¾" F:4.5, barrel **139.50**
Ilex Paragon 10" F:4.5, barrel **98.50**
Zeiss Triotar 21cm F:3.5, focusing mount, barrel **143.75**
Rodenstock Anastigmat 21cm 4.5, bbl. **39.50**
Wollensak Vesta Portrait 7" F:4.5 in shutter **59.50**
Zeiss Triotar 18.5cm F:3.5, barrel ... **99.50**
Hugo Meyer Double Plasmat 7" F:4.5, focusing mount, barrel **135.55**
Zeiss Tessar 6" F:4.5, foc. mt. bbl. ... **64.50**
Zeiss Tessar 5¾" F: 2.7, barrel **105.00**
Goerz Dagor 6" F:6.8 in shutter **75.00**

ALL PRICES INCLUDE EXCISE TAXES—10-DAY MONEY BACK TRIAL
WE PAY MOST CASH FOR USED CAMERAS, LENSES, PROJECTORS

New Midsummer Catalog . . Just Off the Press
Send for Your Free Copy Today!

CENTRAL CAMERA CO.
Photographic Headquarters Since 1899

CENTRAL CAMERA COMPANY — CCC — SINCE 1899

230 S. WABASH
CHICAGO 4
ILLINOIS

Headquarters for

AERIAL PHOTOGRAPHY

...fill your needs from one of the largest stocks of specialized aerial photo equipment and supplies ever offered! Join the hundreds of satisfied Air Photo customers—write, get on our mailing list now!

SUPER-XX AERO SAFETY FILM
vacuum packed, short-dated '46, guaranteed quality.
5¼" x 20' per roll $ 2.85, postpaid.
5¼" x 20' 10 rolls 24.00, postpaid.
7" x 15' per roll 2.75, postpaid.
7" x 15' 10 rolls 23.00, postpaid.

SPECIAL TRI-X AERO FILM
vacuum packed, too—high speed Weston 200, top quality.
5¼" x 18' per roll $ 2.30
5¼" x 18' 10 rolls 19.00

DEVELOPING OUTFITS
... famous electric-motor drive, automatic Smith (PATCO) nested stainless-steel outfits, new and used. Send for listing.
5¼", 7" and 9½" outfits in stock now.

K25 (Fairchild) CAMERAS
... unconverted, for 24 volt operation, with 6⅜" Kodak Anastigmat lens, only $89.50
... including 5¼" developing outfit and 10 rolls of film, only... $139.50

K20 (Fairchild) CAMERAS
... a few in stock, now—can't say for how long. Write for details.

K3B (Fairchild) CAMERA
... only one, with 12" cone, all accessories, including intervalometer, vertical and oblique viewfinders, hand (oblique) grips and vertical gimbel mount, filters, cases, etc. Only $495.00

SMITH Model J FILM DRIERS
... both AC and DC models in stock, for immediate delivery. Dry all film to 9½" wide. Priced only..... $79.50
Heater units for above, only.. $14.00

NEED IT IN A HURRY?—ASK "AIR PHOTO"!

AIR PHOTO SUPPLY COMPANY, Dept. PP8
555 EAST TREMONT AVENUE, NEW YORK 57, NEW YORK

EASTMAN KODAK *Super X*

Movie Film

Weston 32 **Panchromatic**

Spooled from Government Surplus—this film is TESTED AND GUARANTEED

➡ ***Price Includes* PROCESSING**

8mm 25 ft. DOUBLE 8 1.65
16mm 50 ft. MAGAZINE 2.50
16mm 100 ft. ROLL 2.95

➡ **FOR THOSE WHO PROCESS THEIR OWN**

This film is already spooled—ready for use but sold without processing.
8mm 25' Double 8 ..... $0.98
16mm 50' Magazine 1.25
16mm 100' Roll 1.75

➡ **BULK FILM—Not Spooled**

8mm 25' Double 8 ..... $0.75
16mm 50' on core for Magazines... .85
16mm 100' 1.50

LABORATORY SERVICES

Fotoshop maintains its own processing laboratories ... 20 years of experience assures you the finest results. All film Automatic-Machine processed.

Fotoshop INC.

Dept. P-8, 18 E. 42nd St.
136 W. 32nd St., N. Y. C.

Here's What Fans Say About

Bee Bee Lenscote

"I feel obliged to let you know that the lens coating you applied to my camera does all that you claim for it. Shadow detail is clearer, highlights more luminous and contrast is desirably increased.

Wilson Browne
Lancaster, Pa."

This letter, one of many received from satisfied users, indicates what you can expect of a Lenscote job on your camera, enlarger or projector lens ... provides truer rendition of color ... increases color contrast ... eliminates flare and ghost images ... sharpens definition and contrast ... increases lens speed.
This hard coating is applied by skilled technicians under closest laboratory control. Your equipment never leaves hands you can trust; Burleigh Brooks assumes complete responsibility for the job, and furnishes you with a guarantee certificate.

Price for lens with front element diameter.
Up to 1¼" $16.50
From 1¼" to 2½" 22.50
From 2½" to 4" 32.50

Leave your projector or enlarger lens, or your camera, with your local dealer, to be forwarded to us for a Bee Bee Lenscote.

BURLEIGH BROOKS CO.
120 West 42nd St., New York 18, N. Y.

title layout in such a way that the light will cast a shadow of the object on the layout. The illustration shows branches from a Christmas tree being used to cast a moving shadow over one corner. For sharp shadows, use a spotlight.

Figure 8 shows a title setup with a small titler propped on its side to film an underwater effect. A sheet of clear glass is set up and supported in a tray. With the light source above the title card (to simulate underwater lighting), and the camera running, water is slowly and in-

Underwater effect is made by propping titler on its side, setting clear glass in a tray, then shooting title while pouring water down the front of the glass.

termittently poured down the glass in front of the lens. Because the glass is near the lens, it will be out of focus, but will give the title card—in focus—a wavy and pleasing underwater effect.

A second way to get an underwater effect is to lay the title background under

Water ripple effect is made by placing pan of water alongside titler in such a way that light striking water will reflect on title. When water is set in motion, ripples of light cross the title surface.

a sheet of glass in a tray of shallow water. Place the letters on the glass and, while filming, disturb the water with a finger (out of the camera's view) so that the water movement will give an effect of waves flowing over the title.

Figure 9 shows a way to get light ripples on a title. A pan of water is placed alongside the titler, and the light source (preferably a spotlight) is set in back of it in such a way as to cause ripples of light across the title surface. This occurs when the water is set in motion by gently raising and lowering one end of the tray. Some maneuvering of title, pan of water, and the light source will be necessary to get the proper effect.

So, get busy and title your films, and be sure to try variations of some of these ideas.—

New Precision-Built Pocket Camera . . . biggest Sensation in Years

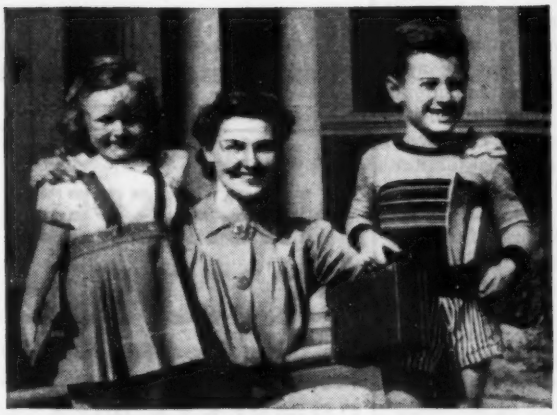
WHITTAKER

MICRO 16

SNAPSHOT CAMERA

Smaller than a pack of cigarettes this pocket-size camera gives you full size snapshots . . . Perfected in Hollywood by foremost engineers, the Whittaker Micro 16 is the camera sensation of the nation . . . Compact, feather-light and so easy to use that a youngster can take perfect snapshots with it. Ask your dealer to show you the Micro 16 camera and typical samples of its truly amazing performance.

GIVES YOU ENLARGEMENTS THIS SIZE



MICRO 16 offers incomparable VALUE in *COLOR*

Never before has there been anything in photography to parallel the low cost of taking color photos with MICRO 16 . . . Roll of 10 Color frames including processing and return of strip transparencies to you — all at one price — only $1.00 . . . And the results are consistently up to Micro 16's high standards!

MICRO 16 Products are Fair-Traded Nationally

MICRO 16 CAMERA . . . $29.50 incl. tax

Micro 16 Black and White Film, including developing plus 12 prints 2¼" x 3¼" $1.00

Micro 16 Color Film, 10 Frames including developing and return of transparencies $1.00

Micro 16 Color Prints 2⅛" x 3" ..... 40c each or 3 for $1.00

Distributed by

INTERCONTINENTAL

MARKETING CORPORATION · NEW YORK · CHICAGO

If your local dealer does not have Micro 16 Cameras in stock use the coupon . . .

Intercontinental Marketing Corp., 251 4th Ave., New York 10, N. Y.

Please send me booklet on Micro 16 Camera ..... ☐

Please inform me as to the Micro 16 dealer nearest my home ..... ☐

Name.....

Address.....**City**.....**State**.....

DETROIT PUBLIC LIBRARY

CAMERAS

Univex Uniflash, Coated Lens, Gun	$ 8.75
Beacon, Coated Lens, Eveready Case	12.45
Miniature Spartus, 35MM, F:7.7	12.50
The New Voigt 2¼x2¼ Folding Camera	17.44
Ica Stereo, Novar F:6.8	24.50
New Meteor 620, Case, Flash	27.30
Argus A2, Coated F:4.5, Case	29.85
Ansco Speedex 120, F:4.5	45.00
Kodak Monitor 620, Coated F:4.5	60.03
Duo 620, Chrome, F:3.5, Compur Rapid	69.50
Retina I, Chrome, F:3.5, Comp.	69.50
Argoflex, Coated F:4.5, Case	69.63
Argus C3, Coated F:3.5, Case, Flash	70.33
Perfex 55, Coated F:2.8, Case, l.n.	72.00
Kodak "35," Coated F:3.5, Rangefinder	80.81
Ciroflex, Coated F:3.5, Case	82.48
Ikonta "B-Special," Zeiss 3.5	85.00
Clarus, Coated F:2.8, Case, l.n.	89.50
Vokar I, Coated F:2-8, R.-F., Case	94.45
Rolleicord I, Zeiss F:3.8, Case	115.00
Kodak Reflex, Coated F:3.5, Case	120.42
Weltini, Xenon F:2, Cpld. R.F.	135.00
Zeiss Super Nettel, F:3.5, Case	139.50
Super Ikonta "A-Special," Tessar F:3.5	155.00
Leica III, Hektor F:2.5, Case	165.00
Leica III, Chrome, Elmar F:3.5, Case	175.00
Tenax II, Zeiss Tessar F:2.8, Case	185.00
New 2¼x3¼ Crown Graphic, Coated F4.5	185.15
Super Ikonta B, Tessar F:2.8, 1 window	195.00
Leica III, Chrome, Summar F:2, Case	195.00
New 2¼x3¼ Speed Graphic, Coated F:4.5	221.26
Leica IIIB, Chrome, Elmar F:3.5, Case	225.00
Kine Exacta, F:2.8, Case	245.00
Leica IIIC, Latest, Elmar F:3.5, Case	245.00
New Medalist II, Coated F:3.5	262.50
Leica IIIB, Chrome, Summar F:2, Case	275.00
Leica IIIC, Latest, Summar F:2, Case	295.00
Contax II, Zeiss Sonnar F:2, Case	295.00
Contaflex, Zeiss Sonnar F:2, Case	295.00
Alpa Reflex, 35MM, F:2.9, Case	325.00
Contax III, Zeiss Sonnar F:2, Case	325.00
Leica IIIC, Latest, Summitar F:2, Case	345.00
Rolleiflex Automat, Tessar 3.5, Case	345.00
Ikoflex III, Zeiss Tessar F:2.8, Case	350.00
Contax II, Zeiss Sonnar F:1.5, Case	365.00
Contax III, Zeiss Sonnar F:1.5, Case	395.00
Kine Exacta, Zeiss Biotar F:2, Case	395.00

MOVIES

8MM Revere, Model 88, F:2.5, Case, l.n.	$ 49.50
8MM Cine Kodak, Model 25, F:2.5	58.33
8MM Keystone, Model K8, F:2.5	64.50
8MM Cinemaster II, F:2.5	66.65
8MM Revere, Latest Model 88, F:2.5	77.50
8MM Keystone, Model K8, F:1.9	91.50
8MM Revere MAGAZINE, Model 70, F:2.8	127.50
8MM Bolex, Model L8, Ivar F:2.8	139.48
Kodascope, Model 8-33, 500 Watt	70.00
Keystone, Model R8, 500 Watt	74.50
Revere DeLuxe, Model 85, 500 Watt	120.00
Ampro, Model A8, 500 Watt, Case	168.00
De Jur, Model "1000," 750 Watt, Case	174.00
Kodak FS-10-N Sound Projector, 750 W.	450.00
Ampro Premier 20 Sound, 1000 Watt	540.00

BINOCULARS

Busch Fernglass $18.00. Goerz Monocle 6x30	$ 23.00
Goerz 6x24 $28.00. Busch 6x30	35.00
Jenoptica 8x30 $49.00. Navy 7x50	85.00
NEW ZEISS BINOCTAR 7x50, Case	150.00

MISCELLANEOUS

Sawyer's View-Master with 3 Reels	$ 2.50
Selftimer (Swiss Made)	3.50
New Leica Manual, JUST RELEASED	4.00
New Kodak Darkroom Timer	6.50
Eveready Case for Retina I and II	7.50
All Metal Chrome Tripod, 7 section	7.70
New Abbey Flash Printer with Masks	8.80
Pocket Rangefinder, Feet or Meters	8.95
Case for Kodak Miniature Enlarger	11.50
Combination Case for Kodaslide Model 2A	12.50
Vokar 2x2 Slide Projector with Carrier	13.95
Automatic Kodaslide Changer	17.50
New Weston Master II with Case	29.85
Kodaslide Projector Model 2A, 150W	47.50

FRESH KODAK FILMS—ANY SIZE—ANY QUANTITY

OUR SUMMER, 1947, CATALOG JUST OFF THE PRESS. WRITE FOR YOUR FREE COPY TO-DAY.

MAIL ORDERS FILLED—F.O.B. NEW YORK
Sorry, no C.O.D.'s. Prices subject to change.

CAMERAS WANTED — HIGH CASH PRICES PAID

CAMERA BROADWAY EXCHANGE

2130 Broadway Dept. 8 New York 23, N. Y.
AUTHORIZED DEALERS FOR LEADING MANUFACTURERS FROM COAST TO COAST.

Man Who Established Photography

(*Continued from page* 63)

and thereby left their exact images, untouched by a painter's flattery, to posterity.

The portraits which Disdéri made and which, in turn, made him famous were unusually small, measuring about two by three inches. They were pasted on stiff cards which allowed a neat margin on all sides. This odd size was called *carte de visite* for it was originally designed as a clever adaptation of the visiting card.

"Why could not the portrait of a person be substituted for a name?" a French magazine of the day rhetorically asked. "At ceremonial occasions the visitor was to be photographed wearing gloves, the head bowed as in greeting, etc., as social etiquette required; in inclement weather he was to be shown with an umbrella under his arm; when taking leave, a portrait was furnished in traveling costume."

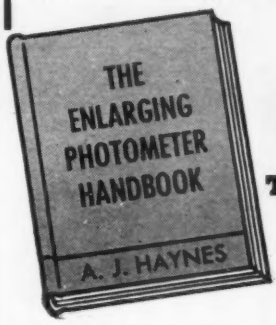
Disdéri patented the *carte de visite* in 1854 and introduced its use into Paris. The actual invention of this novelty has been variously assigned to the Comte d'Aguado, Duc de Parma, and a Marseille photographer, Dodero. Whatever the origin, its uniqueness and inexpensiveness brought such crowds to Disdéri's studio that is was necessary to arrange for an appointment weeks in advance. Surprisingly it was only a scant fifteen years since Daguerre had presented his discoveries to the world and thus officially launched the age of photography. Disdéri's *carte de visite* increased its popularity by leaps and bounds.

By 1857, Parisians were referring to the regular "epidemic of photography" which gripped the city. A few years later Paris had 23,000 individuals who made their living by it. Prince Napoleon, Marquise de la Valette, and Duc de Persigney were counted among the many amateur addicts and Victor Hugo, in exile on the Isle of Jersey, whiled away many hours with his camera.

Charles Baudelaire, whose *Fleurs du Mal* netted him three months in prison, hardly found the craze to his liking and caustically commented that "in these sad days a new industry has made its appearance which has contributed considerably to strengthen vulgar stupidity in its belief that Art is nothing, nor can ever be anything, but the exact reproduction of nature in all its detail. A vindictive God heard the voices of the multitude. Daguerre was His messiah, and the multitude perforce arrived at the definition: Art is photography. From that moment the whole filthy mob came rushing along, as one single Narcissus, to gloat over their trivial images in the mirror. A mad prank, it is an extraordinary fanaticism which has taken possession of all these new sun-worshippers."

The original intent of the *carte de visite* was quickly supplanted by a more lucrative usage. At the time, newspaper and magazine reproduction of photographs was non-existent. The inexpensive *carte de visite* was an ideal substitute for a public eager to see, if only at

MAKE YOUR OWN COLOR ENLARGEMENTS IN ½ THE TIME ONLY $1.35



THE ENLARGING PHOTOMETER HANDBOOK by A. J. HAYNES—118 pages with illustrations—includes a special chapter written by Ansco technicians on a quicker, simplified method of making Printon color enlargements with the HAYNES PHOTOMETER.

ALSO—FOR THE FIRST TIME
AMAZINGLY ACCURATE NEW METHOD OF TIMING BLACK AND WHITE ENLARGEMENTS with the PHOTOMETER. Gives "on the nose" exposures with even your difficult negatives.

If your dealer cannot supply you, ORDER DIRECT.

HAYNES PHOTOMETER CO.
BOX 175, STA. F • NEW YORK 16, N. Y.

Phot-O-Chrome
TRADE MARK
"FOR SPARKLING COLOR PRINTS"

From EKTACHROME
From ANSCO COLOR
From KODACHROME
Sparkling Color
Phot-O-Chrome Prints

Exclusive Cleveland Color Process

Dealers Write

CLEVELAND COLOR SERVICE
3977 EAST 131st STREET • CLEVELAND 5, OHIO

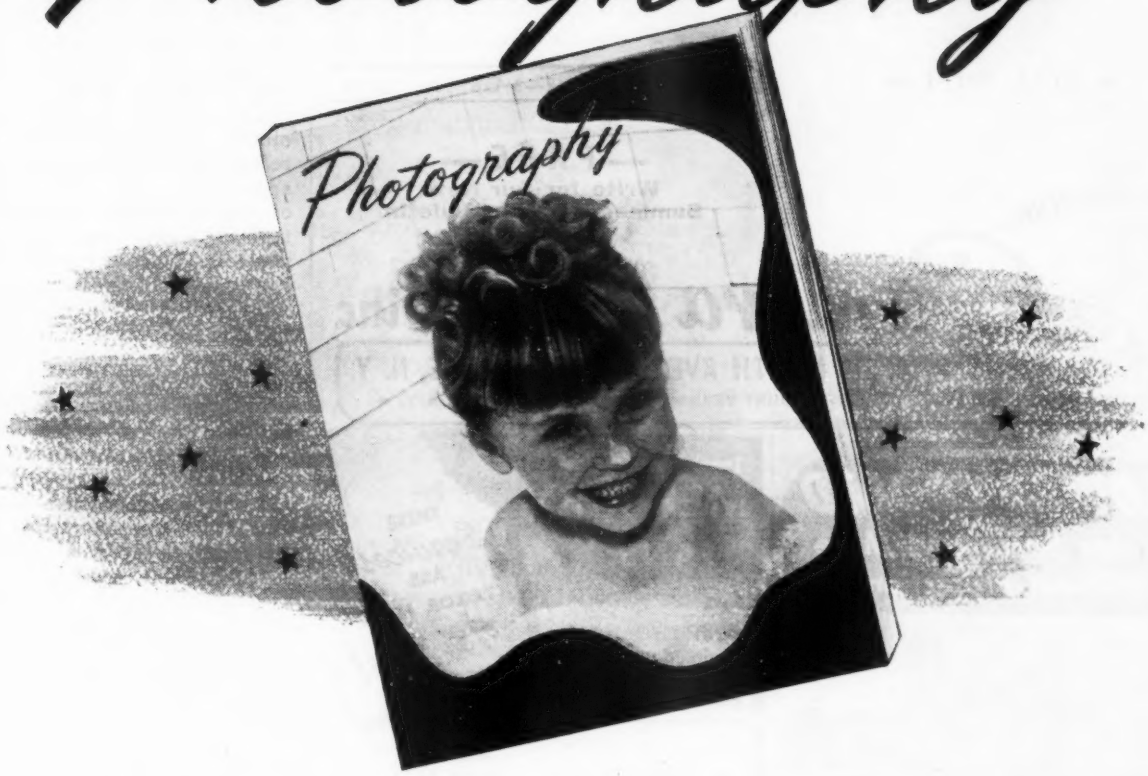
BUILD YOUR OWN
HIGH-SPEED PHOTO FLASH
As described in Dec. 1946 issue Radio News (page 52)
COMPLETE with Diagram, Parts, and Flash Tube. SPECIAL $49.95

RADIO HAM SHACK, INC.
63 Dey St., New York 7, N. Y.

Coming . . . IN AUGUST

THE FIRST QUARTERLY ISSUE OF

Photography



America's exciting camera magazine

NEW AND EXCITING *in treatment* . . . NEW AND EXCITING *in scope*

NEW AND EXCITING *in content* . . . NEW AND EXCITING *in illustration*

PHOTOGRAPHY will give creative camera work the distinctive setting and the distinguished presentation it deserves. PHOTOGRAPHY will be new . . . different . . . exciting . . . backed by years of successful publishing. Be prepared for something special—and be sure to reserve your copy of the First Quarterly Issue, Fall 1947, on sale August 22nd. Price at newsstands, 35c per copy; by mail, 12 issues, $4.00.

A ZIFF-DAVIS PUBLICATION

185 N. Wabash Avenue, Chicago 1, Illinois

Publishers of: POPULAR PHOTOGRAPHY • FLYING • PLASTICS • RADIO NEWS • RADIO-ELECTRONIC ENGINEERING

VALUE • SERVICE • QUALITY

FLASHBULBS !!! FLASHBULBS !!!
Limited quantity—First Come First Served
TAX INCLUDED

GE		WABASH	
#5	16c ea.	#0	14c ea.
#11	16c ea.	#25	14c ea.
#22	18c ea.	#40	18c ea.

• MOVIE FILM •

8mm		16mm	
Kodachrome	$3.76	Kodachrome 100'	$8.86
Kodachrome Magazine	4.43	Kodachrome 50'	4.98
Kin-o-lux #3	2.15	Kodachrome Magazine	5.81
Kodac Super XX	2.48	Kin-o-lux #1, 100'	2.95

• ROLL FILM •

VERICHROME 127	3 rolls for	81c
VERICHROME 120-620	3 rolls for	96c
VERICHROME 116-616	3 rolls for	$1.14
PLUS X OR SUPER XX 127	3 rolls	96c
SUPER XX 120-620	3 rolls	$1.14
SUPER XX 116-616	3 rolls	1.29

• • COLOR CORNER • •

ANSCO CUT FILM

2¼x3¼	$3.65
3¼x4¼	4.85
4x5	5.82

EKTACHROME CUT FILM

2¼x3¼	4.12
3¼x4¼	5.76
4x5	7.85

35 mm KODACHROME—18 Exp. . . . $3.04

Ansco Color Film Dev. Kit	1 Gal.	$4.57
	½ Gal.	2.82
Ektachrome Dev. Kit	1 Gal.	6.75
	½ Gal.	4.50

828 KODACHROME—8 Exp. $1.66

Ansco Color #120—Day or Tung $1.10
Kodacolor—Most Sizes—Write your needs.

—FREE—
Write for Our New Summer Bargain Bulletin

THE PHOTOGRAPHIC CENTER

Camera Craft inc.

DEPT. P-10, 210 NORTH AVE., NEW ROCHELLE, N. Y.

• BRANCH STORES IN NEW YORK CITY • MOUNT VERNON, N. Y. • WHITE PLAINS, N. Y. •

BLOWER COOLED
. . . for Safer and More Brilliant Projection!

TRIPLE PURPOSE
FILMATIC
Slide and Filmstrip
PROJECTOR

For Single or Double Frame Slidefilm and 2x2 (35mm) Kodachrome or Black and White Slides

Motor-driven forced air cooled. Protects slides or film. 300 watt lamp capacity. No rewinding necessary. Anastigmat lens. Smooth, fast focusing. Easy tilt. Manumatic slide carrier. Light weight—easily portable. At your dealer. *Send for Bulletin.*

GoldE Manufacturing Co.
1222-E W. Madison St., Chicago 7, Ill.

MERCURY FANS

THESE *Services* ARE TAILOR MADE *For You!*

Your films fine grain developed, vaporated and enlarged to:

	32 exp.	65 exp.
"MERCURY STAR" 2½ x 3¼ s.w. glossy	$1.25	$2.25
"MERCURY POPULAR" 3¼ x 4½ s.w. glossy	2.00	3.50
"MERCURY SUPER" 3¼ x 4½ d.w. semi-matte	2.00	3.50
"MERCURY SPECIAL S" 3½ x 5 s.w. glossy	2.00	3.50
"MERCURY SPECIAL M" 3½ x 5 d.w. semi-matte	2.50	4.50

Projection Positives and Contact Strips photo cell controlled

RELOADS: 18/32 exp. 45¢, 36/65 exp. 65¢

AND

10 SERVICES FOR 35¢ M double M frame
16 SERVICES FOR ROLL FILMS
incl. BANTAM & UNIVEX FILMS
Individual Studio and Salon Enlargements
Genuine **CHROMEX** Color Enlargements
Mail your films today or write for complete price list, mailing bag and order form.

AMATEUR FOTOGRAPHIC SERVICES, INC.
126 W. 46th ST., NEW YORK 19, N. Y. – Dept. S

second hand, the exact appearance of their Emperor, the dress worn by the fashion-setting Princess Metternich, or the renowned figure of Mme. Mariette Alboni of the opera. A catalogue of 1863 listed eight thousand more or less notables whose portraits could be purchased for a franc or two. The number of views of historic or scenic places was four times that many. Hundreds of thousands of *cartes de visite* were sold annually in this manner; the public purchased more than twenty thousand of La Diva Patti alone.

Out of this widespread sale emerged the family album—a veritable institution, as formidable and sacred as the family Bible. As the *cartes de visite* piled up in the receiving plates and were finally transferred to baskets, an ingenious soul thought of pasting them in a book. Specially designed albums soon appeared into which the *carte de visite* could be easily slipped. They ranged all the way from elaborate leather bound volumes with solid gold clasps to ordinary cardboard affairs.

Not all were intended for the family album, and the precursor to the more recent "French postcard" also made its appearance. The better photographers, of course, bitterly denounced them and their sale was, as today, entirely *sub rosa*. Disdéri, alert to the degradation of his trade, strongly attacked "the loathsome nudities which reproduce faithfully the physical and moral ugliness of those who posed as models for these pictures in order to make money."

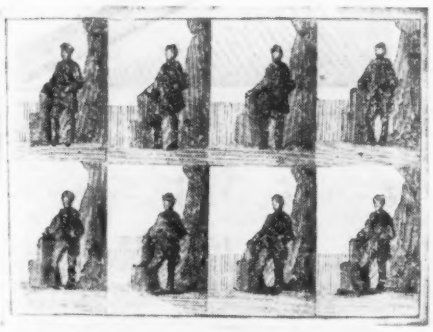
Anthony B. North-Peat, of the British embassy staff, wrote in 1866 of "a new mania (that) has taken possession of the inhabitants of Paris—that of collecting the portraits of great political criminals, murderers, etc. The photograph of Booth, the assassin of Lincoln, is, I am sorry to say, obtaining a very large sale, especially among the fair sex who think him *un très joli garçon*. The *carte de visite* of a strangler is also a great success. Another photograph much sought after is that of Phillippe, the murderer of the *Rue de la Ville d'Evèque*. This criminal is accused of having committed seventeen murders similar to the one he perpetrated in the *Rue de la Ville d'Evèque*. The prisoner seems to be so well aware of his fate that he has already attempted twice to commit suicide in his cell at the *Prison La Force*."

North-Peat also tells the amusing story of how an actress artfully enticed Bismarck, while both were vacationing at Ischl, to have their photograph taken together. The Prussian police, imagining that the results had been obtained by pasting two separate portraits together with intent to slander their Minister-President, seized all the copies of the *carte de visite* brought to Berlin for sale. However, it did reach Paris and was available on the Boulevards.

André Disdéri rode the crest of the enormous popularity of the *carte de visite*. It was reported that he took in three to four thousand francs a day and seemingly there was always a line of people waiting patiently at his studio to be photographed. As cameraman to Napoleon III and Parisian society, he

decorated his office to fit his position. A German tourist, ever fact-minded, left a detailed description:

"At Disdéri's one finds truly a Temple of Photography, an establishment in which luxury and elegance stand out in a class by themselves. The entrance on the *Boulevard des Italiens* is decorated with many photographs in gilt frames; one mounts a stairway which is carpeted with red velvet and on its walls hang paintings. On arriving at the top of the stairs, one is directed by a richly dressed porter to the reception room, where three or four clerks are seated who enter the orders and receive the money. This room



Eight-image cartes de visite negative showed either one or two poses since four exposures were taken at once. Four poses were impossible on fast-drying wet plate.

is furnished in the style *(à la boule)* Louis XIV. In the waiting room are the finest furnishings, but only one portrait, that of the Emperor, in a gorgeous gold frame, a mantel with a Venetian mirror, and albums of portraits of high personages."

The incongruous flight of stairs was necessitated by the primitive technical condition of camera work. Without any artificial light, Disdéri was forced to rely entirely on the sun. He built a huge skylight of light blue glass on the roof of his studio, which had to be high enough to escape the shadows of neighboring buildings. Under this diffused sunlight, the subject was required to remain motionless for three to fifteen seconds while the picture was taken. If a cloudy day occurred, no photographs could be made. Despite these handicaps, the *cartes de visite*, because of the chemicals used, possess the very valuable asset of never fading. Today, eighty years later, Disdéri's photographs are as clear and brilliant as when they were first made.

A highly skilled craftsman, Disdéri was quick to try and apply new processes and techniques. When one of the first enlarging machines was introduced, he promptly bought the patent rights, and he secured similarly the English Woodbury printing process of reproducing photographs, the forerunner of present newspaper and magazine illustrations. He even dabbled for a while with photographs made on linen and then colored to imitate paintings, a technique developed in America.

He constantly experimented in trying to widen the scope of photography. He built one of the first "reflex" type cam-

Thrills ... Fun ... Earn ...

COLORING PHOTOS

IN OIL

AT HOME

Fascinating Hobby and Occupation . . .

learned by average man or woman who is artistically inclined, in spare time at home. Easy-to-understand oil coloring method makes it possible to bring out life-like colors. Many earn while learning.

Easy to Learn . . . Our practical instruction shows you how to do beautiful work. No previous training is needed, nor is it necessary to do any drawing or sketching. Find out how those with natural talent can be trained to color their own photographs and those of their friends and, when experienced, seek work for studios, stores and others.

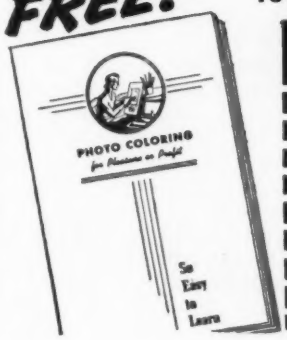
National Method Means Beautiful Work

Learn the "National Method" of coloring photographs and miniatures in oil. It brings out beautiful effects. Originated in a well-known Studio that for many years catered to the Gold Coast residents of Chicago. This type of instruction trains you in the late, modern method of coloring in vogue today.

FREE BOOKLET If you seek increased independence, greater happiness, and a worthwhile hobby, and you feel you have artistic talent, write for this FREE booklet. Find out more about this fascinating work and the opportunities in a comparatively uncrowded field. Send today for free booklet, "A Fascinating Hobby" and full particulars. Sent postage prepaid, without obligation.

NATIONAL PHOTO COLORING SCHOOL
1315 S. Michigan Ave., Dept 226C Chicago 5, Ill.

FREE!



MAIL COUPON FOR FREE BOOKLET

NATIONAL PHOTO COLORING SCHOOL
1315 S. Michigan Ave., Dept. 226C, Chicago 5, Ill.
Please send me, without obligation, your FREE Booklet, "A Fascinating Hobby" and full particulars.

Name .....
Address .....
City ..... Zone ..... State .....
No salesman will call

DETROIT PUBLIC LIBRARY

WE'RE SORRY!!!!!!

This is a public apology to the 4,871 people who **DIDN'T** receive a copy of our last Five Star Bulletin. We were "snowed under" by your requests but we promise to do better next time.

If you haven't written to us yet, now is the time to prove to yourself that for the correct answer to your every photo problem, "It's Gamerman's for Cameramen—Growing with Photography."

HERE THEY ARE AGAIN!

Graphic Type Double Cut Film Holders—metal reinforced. Immediate Delivery.

2¼x3¼.....$4.08 4x5.....$4.21
3¼x4¼..... 4.08 5x7..... 4.40

Less 10% in quantities of six or more

Pack Adapters and Cut Film Holders for 9x12 and 6x9 Pack Cameras. Converted to Use 3¼x4¼ Film.

3¼x4¼ Double Cut Film Holder....$4.29
2¼x3¼ Double Cut Film Holder... 4.50
3¼x4¼ Film Pack Adapter..... 5.75
2¼x3¼ Film Pack Adapter..... 5.50

WAR SURPLUS BARGAIN

FR Cut and Pack film tank. All sizes up to 4x5. Regularly $9.30. Brand New! While they last $6.95

Slide Projector Clearance

$15.95 Acro 100 watt 2x2 Projectors.....$9.95

A New Gamerman Service! Value, Plus

Superfine 35mm developing—36 JUMBO 3x4 prints, PLUS a 36 exposure reload of your favorite Eastman film—all for $1.50. 24 hour service. Write in now for free mailing bags.

Clearance of New and Used Enlargers

Federal 121, 2¼x3¼ w/F6.3 lens.....$19.95
Solar 120, w/Wollensak F4.5..... 55.00
Elwood 2¼x3¼, less lens..... 19.95

Write for Clearance Prices on National Coldlite, Federal, Solar, and DeJur Enlargers—With and without lenses.

CAMERAS

Some of your favorite equipment—Still and Movie—is coming thru—order your Eastman, Ansco, Argus, Leica, Gundlach, Keystone, Revere or Excel now.

Argus Color Camera, F4 w/case, L.N. .....$ 32.50
Agfa "Karat" II, Xenar F2.8, Compur, CRF., 4 Cassettes 89.95
Mercury II, F2.7 coated, w/case, L.N. 49.95
View Cameras—All sizes from 19.95
New Revere 70 Magazine, 8mm w/F2.8..... 127.50
New Briskin Magazine 8mm, w/F2.8—$99.50, w/F1.9 ..... 122.50
New Ramlose 4x5 Press Camera..... 87.50

LENSES

New Ilex Paragon F4.5 in Acme Synchro Shutters. 6½"....$123.00* 7½"....$136.10*
* Coated slightly higher.

18" Wollensak F3.8 in Vitax #5 Shutter—Regularly $195.00 .....$68.00

View Cameras!!

Immediate delivery on all sizes—B&J, Grover, and Gundlach. Discounts to professionals.

ARE YOU LUCKY?

If we're lucky, we'll soon have the sensational new Ansco Reflex—if you order now—and you're lucky—you'll get one of the first ones. America's finest reflex camera.....$225.00

16mm "Excel" Projector Clearance

$19.95—200' $14.95
$24.95—400' 17.95
$39.95—400' $27.50
$56.75—200 watt 400' 44.50

No More Title Troubles!

70 different ready made cartoon titles, in black and white. All subjects covered. 8 or 16mm. Only 25c each, 9 for $2.00. Write for free list.

New "Apollo" Excel 8mm Projector 300 Watt. Cast Body—Finest Projector at the price....$37.50

Free Delivery—Send check with orders of $25 or more.
We require a 10% deposit on C.O.D.'s
3816 Eastern Avenue, Baltimore 24, Maryland

eras. He made portraits 23 by 31 inches in size with a huge and unwieldy specially designed camera. Then, some years later, he developed postage stamp size photographs. He tried, though unsuccessfully, to photograph a moving horse. Under orders from the Minister of War, though upon his own suggestion, he taught photography to officers of the French Army and was thereby undoubtedly the first to introduce a training school in military photography.

Aside from the albums of photographs of notables which Disdéri published, he also wrote books about the craft. *Manuel Opératoire de Photographie* described the technical end of camera work. In *Renseignments Photographiques Indispensables à Tous* and *L'Art de la Photographie*, he came to the defense of his trade as an integral part of society and as a creative medium of expression.

"Photography is an art," Disdéri unequivocally wrote. "It uses its own means; it has its own original standard of the esthetic. The outward appearance of things are, as it were, the elements, the words of the language, which the photographer expresses in his work."

Despite the enormous amount of *cartes de visite* that Disdéri made, and though he, himself, only supervised the pose, he was far from a mass production "passport" photographer. His photographs were certainly far above those of his contemporaries in taste, natural posing, compositional arrangement, and photographic quality. Moreover he never resorted to the entirely artificial use of painted backdrops or the retouching pencil—common practice among others.

His photographs are marked by an austere and dignified compositional simplicity and a control of detail that even today only the best photographers possess. Elaborately carved furniture, rich tapestries, and leather-bound books were shifted and combined in an endless variety that gives to each portrait a character of its own. Even the pattern of the carpet was considered as a part of the over-all design. Sensitively, Disdéri never attempted to glamorize, but in the subject's individual personality he found the setting and natural pose which served to characterize the person, whether Napoleon III or Lord Cowley. His photograph of the Duchess de Morny is a superbly delicate and subtle portrait which displays a classic compositional feeling not often encountered.

However, as so often happens, because Disdéri was a fabulously successful commercial photographer, his artistic ability has been largely ignored and overlooked. Moreover the "art" photographers of his day, Adam Salomon and Nadar, ridiculed his efforts as only "commercial" output. Notwithstanding, Josef Maria Eder, in his authoritative *History of Photography*, wrote that "the credit for establishing photography as a business, with the artistic viewpoint always in mind, is due incontestably to Disdéri at Paris."

The popularity of the *carte de visite*, which Disdéri brought to such high standards, swept Europe and crossed the English Channel. However, in England portraits of royalty, statesmen, and in-

U. S. ARMY and NAVY SURPLUS

LENSES 500,000 OF THEM

Send 3 cent stamp for "BARGAIN" list.

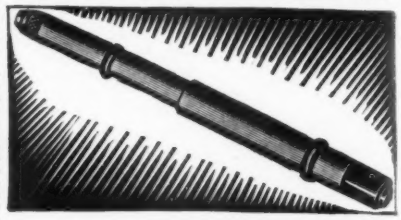
Let's Go!

AVAILABLE NOW!

BARGAIN

3X Army Telescope

Original Cost $150.00 OUR PRICE $7.50



ALL COATED LENSES—BRAND NEW

These superb telescopes were made by the finest optical houses in America. Length 22½ inches. Contain 6 coated lens, five of them achromats. The high resolving power of the lenses will bring out great detail. 36° Field of View, 3X. Eyepiece Lens Dia. 29m/m E.F.L. 1¼". Fixed focus. Objective 25m/m Dia. Also reticle and three detachable colored filters.....Postpaid $7.50

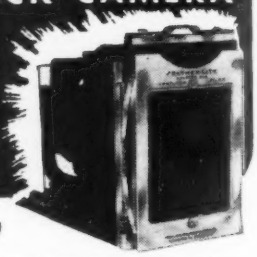
A. JAEGERS

123-26 F. Rockaway Blvd., So. Ozone Park 20, N.Y.

Convert Your

FILM-PACK CAMERA

NOW YOU CAN HAVE A PRESS CAMERA!



$14.95 *(inc. tax)*

● The FEATHER-LITE ADAPTOR back takes standard Graphic-type cut film and film-pack holders. These light-weight aluminum backs are ideal for press and travel photography. Instantly attached to 9x12 cm. and 6.5x9 cm. film pack cameras.

See them at your dealer or write:

HOLLYWOOD PHOTO MFG. CO.

313 Taft Building • Hollywood 28, Calif.

COLOR SPECIALS

$2.45 Special!!

Your Ansco color film developed, $1.00
New roll of 120 film sent to you 1.24
Plus a sample print from your roll .50
$2.74 value for only $2.45
35 mm. Special as above $2.95

COLOR PRINTS BY AIR MAIL

2¼x3¼ ...$ .50 5x 7 .....$1.95
3¼x4¼ ... .90 8x10 ..... 2.85
4 x5 .. 1.10 11x14 .....5.70
Approx. sizes

10% Discount
on color print orders over $10.00

20% Discount
on color print orders over $25.00

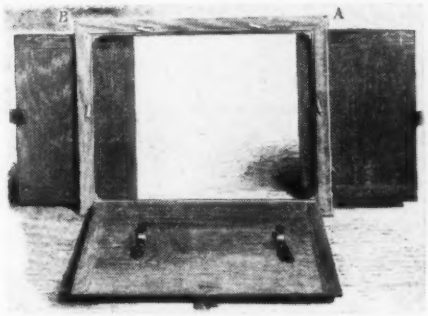
Fast Service! Accurate Results!

KOLORPRINCE

373 Floral Ave., Johnson City, New York

dustrialists far outweighed in public demand the French preference for photographs of actresses and operatic stars. Seventy thousand *cartes de visite* of the Prince Consort were reportedly sold one week after his rumored death. Every notable was called, in the trade, a "sure card." A contemporary writer related that after the famous boxing bout with Heenan, Tom Sayers, the victor, was besieged with photographers anxious to pay him for a sitting to sell their *cartes de visite* of the champion. "It's no good, gentlemen," Sayers replied. "I've been and sold my mug to Mr. Newbold."

By 1860, America had picked up the fad from England. The little cards re-



Sensitized glass plate which was put in this holder of cartes de visite camera in the darkroom lasted two minutes in summer, five in winter. Speed was imperative. With all doors closed and plate in position, door A was opened, the shutter door rolled up and down for the first four exposures. Door A was then shut. Left side of holder (B) was slid into position and the entire process was quickly repeated.

placed immediately in popularity the daguerreotype and ambrotype and found competition only from the lowly tintype. Many *cartes de visite* were imported from England and France in albums of "European Celebrities" or sold individually. Congress in 1865 promptly levied a two-cent internal revenue tax on the photographs. One firm in that year paid taxes amounting to $5000. The *carte de visite's* popularity lasted well into the 1870's and even later it served as a standard photographic size known by the initials "C.D.V."

The collapse of Napoleon's Empire in the Franco-Prussian war of 1870 and the siege and destruction of Paris which followed spelled the end to Disdéri's career and fortune. The former cameraman to Napoleon III was hardly welcome in Republican Paris. He tried, though unsuccessfully, to recoup his losses by opening a studio in Monaco. He died finally in the poor house at Nice about 1890, a deaf and partially blind old man.

Luckily some of his photographs are still with us. In the words of Oliver Wendell Holmes, these card photographs are "the social currency, the sentimental 'greenback' of civilization." In them we can see the faces of those who once ruled Paris. In Disdéri's portraits, we forget these men and women made history, for they become just people. Through them, the past is no longer a lifeless page in a textbook. By them, "the man who established photography" will always be remembered.—

Look ahead...

to a vacation full of

Gevaert SUPERCHROME

5 POPULAR SIZES NOW READY

Seashore or mountains, scenery and people — those golden, holiday moments are yours to relive again with Gevaert Superchrome. What's more — your snapshots will be an accurate record on Superchrome, for this fine film protects you from serious over- or under-exposures.

That's because it has remarkably wide *latitude* in addition to fast speed and fine grain. Extremely orthochromatic Gevaert Superchrome is truly *the negative for positive results!*

Gevaert Superchrome — world-famous Belgian film — has served photography since 1895. It is now made in the U.S.A. to meet the same high emulsion standards.

the Gevaert Company of America, inc.

Williamstown, Mass.

BRANCH OFFICES:

New York City 19—423 West 55th St. Chicago 6—150 N. Wacker Drive. Los Angeles 38—6370 Santa Monica Boulevard. IN CANADA: Gevaert (Canada) Limited, 345 Adelaide St., West, Toronto, 2B.

GOLD XX AND S-35

VON-L

DEVELOPERS FOR FILM AND PAPER

Increase Film Speeds 10 Times

ULTRA FINE GRAIN—
INFINITE HIGH LIGHT
AND SHADOW DETAIL

Does not require replenisher — Developing time remains constant.

Does not irritate or stain the most sensitive skin.

VON-L Paper Concentrate

- Increases Latitude of all papers.
- Gives all gradations from WHITE white to BLACK black.
- Does not block out shadow detail.
- Does not produce fog on prolonged development.

ALL USERS OF VON-L PRODUCTS ARE ELIGIBLE TO PARTICIPATE IN THE NEW

$1000.00 PRIZE CONTEST

SPONSORED BY THE MANUFACTURERS OF VON-L. YOUR DEALER WILL BE GLAD TO SUPPLY YOU WITH COMPLETE DETAILS, OR WRITE DIRECT TO:

MON-BLANC CHEMICAL CO.

FT. WAYNE, INDIANA — SPEARMAN, TEXAS

The "Slide of the Month" Club offers you a rare privilege . . . A preview of something new. Selected subject material and the finest craftsmanship in the field of color photography and transparency reproduction. No dues—no obligations. Become a member and receive each month, 12 new and gorgeous color slides never before published. Select only those you want. Return the others. Purchasers will receive a special premium Slide of the Month free. Membership costs you nothing. Full details will be sent without obligation. Just fill in the coupon below and drop it in the mail. P. S. We buy originals of top quality color and subject material.

PACIFIC COLOR SLIDE CO.
P. O. Box 305, West Los Angeles 25, Calif.

Please send me your booklet on the "Slide of the Month" Club.

Name .....
Address .....
City ..... State .....

TWO CAMERAS For The Price Of One!

HERE is a new, versatile 4 x 5 camera which does the work of two. The BRAND 17 is unexcelled as a combination press and view camera.

As a press camera the BRAND 17's exceptional light weight is noteworthy. All adjustments have been made easy for fast action.

View camera users will find front and back focusing, 3" front drop, complete flexibility of all swings and tilts for both front and back, centered swings, 17" long bellows, 4 sided metal hood, 360° revolving back that is removable for accessory backs and additional features which give the BRAND 17 its universal appeal.

The BRAND 17 is guaranteed by your local camera dealer.

See your camera dealer today. If the BRAND 17 is not yet in stock, please write us your dealer's name and we will send you full information.

BRAND CAMERA COMPANY
500 W. Washington Blvd., Los Angeles 15, Calif.

Calendar of PHOTOGRAPHIC EXHIBITIONS

*Conducted according to the recommended practices of Photographic Society of America.

17th Midland Salon of Photography.
On exhibition July 7 to July 31, Borough Art Gallery, Mansfield, Notts, England.

3rd Salt Lake International Color Slide Exhibit*, Salt Lake Chromites.
On exhibition June 20 to Aug. 2, Salt Lake City, Utah.

10th Annual Salon*, Memphis Pictorialists.
On exhibition during month of July, Memphis, Tenn.

Annual International Salon*, Muncie Camera Club.
On exhibition July 27 to Aug. 1, Fairgrounds Art Building, Muncie, Ind.

35th Salon International D'Art Photographique De Paris.
On exhibition October 25 to November 9.

2nd International Exhibition of Photography, Edmonton Exhibition Association.
On exhibition July 14 to July 19, Art Building, Edmonton Exhibition, Edmonton, Alberta, Canada.

56th Toronto International Salon of Photography*, Toronto Camera Club.
Closes August 1.
Entry fee $1.
Four prints allowed.
On exhibition Aug. 22 to Sept. 6 at the Canadian National Exhibition.
For entry form write Frank L. Pogue, salon chairman, Toronto Camera Club, Box 216, Toronto 1, Ontario, Canada.

1st Canadian Telephone International Salon of Photography*, Bell Camera Club of Montreal.
Closes August 15.
Entry fee $1.
Four prints allowed.
On exhibition Sept. 8 to 20, Museum of Fine Arts, Montreal.
For entry form write John L. Handfield, 5105 Des Erables St., Montreal, Can.

4th Louisville International Salon of Photography*, Louisville Photographic Society.
Closes August 30.
Entry fee $1.
Four prints allowed.
On exhibition Sept. 22 to 27, Watterson Hotel, Louisville, Ky.
For entry form write Thomas E. Muldoon, 1914 Wrocklage Ave., Louisville 5, Ky.

Northwest International Photographic Salon*, Washington Council of Camera Clubs.
Closes Sept. 1.
Entry fee $1.
Four prints allowed.
On exhibition Sept. 13 to 21, Western Washington Fair, Puyallup, Wash.
For entry form write Western Washington Fair Association, Puyallup, Wash.

1947 Lazarus International Salon of Photography*.
Closes Sept. 3.
Entry fee $1.
Four prints allowed: (Three divisions; see entry form.)
On exhibition Sept. 8 to 15, Assembly Center, F. & R. Lazarus Co., Columbus, Ohio.
For entry form write Fred H. Braunlin, chairman, 456 Elsmere St., Columbus 6, Ohio.

7th Annual Victoria International Salon of Photography*, Victoria Camera Club.
Closes Sept. 13.
Entry fee $1.

DETROIT PUBLIC LIBRARY

Four prints allowed.
On exhibition Oct. 5 to 12, Empress Hotel, Victoria, Canada.
For entry form write Ken McAllister, 812 Fort St., Victoria, B. C.

4th Chicago International Color Slide Exhibit*, Chicago Color Camera Club.
Closes Sept. 13.
Entry fee $1.
Four slides allowed.
On exhibition Sept. 30 to Oct. 3, Chicago Historical Society.
For entry form write George W. Blaha, 6240 South Artesian Ave., Chicago 29, Ill.

5th International Contest of Sporting Photographs, Provincial Athletic Club.
Closes Sept. 15.
No entry fee.
Six prints allowed.
On exhibition in October.
For information write Club Atletico Provincial. Bd. 27 de Febrero No. 2672, Rosario, Rep. Argentina.

1947 Photographic Society of America Exhibition of Photography*.
Closes Sept. 15. (Motion picture division closes Sept. 5.)
Six divisions; pictorial, color, nature, technical, press, motion picture.
On exhibition Oct. 8 to 31, Oklahoma Art Center.
For information on a particular division write PSA Exhibition Committee, 900 Commerce Exchange Building, Oklahoma City 2, Okla.

1947 Omaha International Salon of Photography*, Omaha Camera Club.
Closes September 15.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 5 to 20 at Joslyn Memorial Gallery.
For entry form write Harold Diers, salon chairman, 423 Electric Bldg., Omaha, Neb.

6th Sao Paulo International Salon of Photographic Art, Foto-Cine Clube Bandeirante.
Closes Sept. 20.
No entry fee.
Four prints allowed.
On exhibition November at the Prestes Maia Galleries.
For entry form write Foto-Cine Clube Bandeirante, Rua Sao Bento, 357-1.o andar, Sao Paulo, Brasil.

3rd Mississippi Valley Salon of Photography*, St. Louis Camera Club.
Closes October 14.
Entry fee $1.
Four monochrome prints; four color prints; four transparencies allowed.
On exhibition Oct. 26 to Nov. 9, Missouri Historical Society, Jefferson Memorial.
For entry form write Norman Brice, 51 Ridgemore Dr., St. Louis 5, Mo.

Salon chairmen are invited to send us complete information regarding their exhibitions at the earliest possible moment so that announcement can be made in this column in time to permit readers to write for entry forms.

SALON ANNOUNCEMENTS

Notices of the following salons were received too late to be included in our regular listings: International Exhibition of Biological Photography, sponsored by the Biological Photographic Assoc., closes Aug. 1. Eight prints, six transparencies, and two motion picture films are allowed. Entry fee is $1, and the salon will be on exhibition Sept. 10 to 27 in the Rundel Building, Rochester, N. Y. For entry form write H. Lou Gibson, 343 State St., Rochester 4, N. Y.

The 7th International Focus Photosalon closes Aug. 25. For information write Dick Boer, *Focus*, Ltd., 33 Zuider Stationsweg, Bloemendaal, Holland.

The 14th Antwerp Salon of Photography closes Aug. 20. For entry form write Em. Borrenbergen, Dambruggestr., 265, Antwerp, Belgium.

Get More PROFIT AND PLEASURE from *Photography*

B & J PRESS CAMERA

IMPROVE YOUR SKILL

Study AT HOME

...ADD ZEST, THRILLS AND FASCINATION TO YOUR HOBBY

Whether you wish to make a career of photography or want to gain additional skill as an amateur, the American School of Photography offers practical basic training, which requires only spare time study.

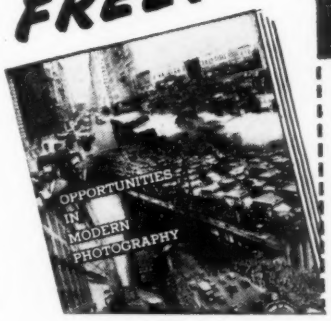
With proper aptitude and application, this Course should provide you with a fundamental background which may open the door to valuable professional experience . . . or add fascination and zest to your hobby.

OLD ESTABLISHED SCHOOL
Backed by years of experience, our training covers every phase of Modern Photography through spare time study at home. Basic photographic principles are taught by inspiring "learn-by-doing" method, step-by-step, under the supervision of a qualified instructor.

GET FREE BOOKLET!
No obligation. Send for your copy today!
Clip and mail the convenient coupon below at once for *Free* booklet, "Opportunities in Modern Photography," and full particulars. Act *now!* Don't miss this chance to learn how you can get more profit and pleasure from photography.

American School of Photography
1315 So. Michigan Ave. Dept. 226C
Chicago 5, Illinois

FREE!



MAIL COUPON FOR FREE BOOKLET

AMERICAN SCHOOL OF PHOTOGRAPHY
1315 So. Michigan Ave., Dept. 226C, Chicago 5, Ill.
Please send me without obligation your free booklet, "Opportunities in Modern Photography," and full particulars.

NAME ..... AGE .....
ADDRESS .....
CITY ..... STATE .... ZONE .....

DETROIT PUBLIC LIBRARY

GUARANTEED!
35mm FILM

Daylight Loading Cartridges (36 Expos.)

65c EACH

★ SUPER XX ★ SUPREME
★ PLUS X ★ ULTRA SPEED
★ PANATOMIC X ★ SUPERIOR 1-2-3

25 FT. BULK FILM.....$1.00

100 FT. BULK FILM.....$3.50

Orders Promptly Filled—C.O.D. or Postpaid
MINIMUM ORDER 3 ROLLS

FREE . . . 36 EXP.
CARTRIDGE of FINOPAN
with every $3 Purchase
of 35 mm Cartridge

EXCEPTIONALLY FINE GRAIN FILM
Perfect for portraiture and close-up subjects.
Maximum enlargements from each frame.

Include 6c Postage for Each Item

ROLL FILM
127—27c; 120—33c; 116—38c; 620—33c; 616—38c
Minimum Order—3 Rolls

COLOR
MOVIE FILM
(Free Haze Filter with Each Roll)

for
8 mm
and
16 mm
Cameras

WESTON
32
SUPER COLOR
100 FT. (16mm) $5.15
25 FT. (8mm double eight).. 2.85
PRICE INCLUDES PROCESSING

BLACK & WHITE
MOVIE FILM
Weston 100
Indoor — Outdoor
16mm 100 ft. .....
Weston 50 .....
$2.89
$3.29
PRICE INCLUDES PROCESSING

AVAILABLE MAGAZINE FILM
16mm 50 ft.
Weston 32 and 100
State preferred speed
$1.98
Supplied ready for insertion in your magazine camera. Limited Quantity—Not available in color. PRICE INCLUDES PROCESSING

DEALER INQUIRIES INVITED

NEW YORKER FILM CO.
1947 BROADWAY, NEW YORK 23, N. Y.

Correct Exposure for Color

. . . by measuring incident light

BY CHARLES H. COLES

ANY amateur knows that color film is at its best only when it has been exposed properly. Just what constitutes correct exposure has been a matter of controversy for a long time, but one thing seems to be clear: the hightlights in the picture must be bright. If the highlight is a rather large area, it should still retain full color to prevent a washed-out look. On the other hand, a tiny highlight area may be almost clear film as long as most of the picture shows proper color.

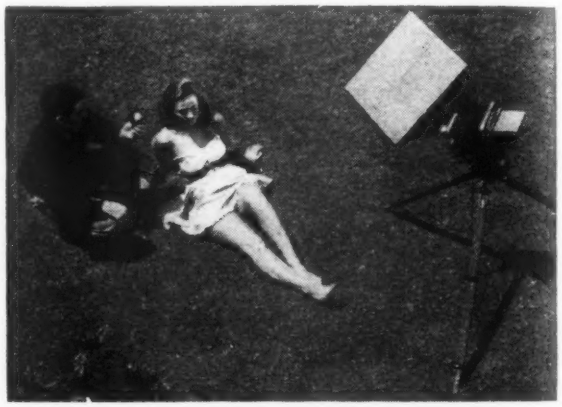
This observation seems to indicate two rather definite things: the exposure of a large highlight area must be such as to render full color at maximum brightness, and that the exposure of small highlights need not concern the photographer. Notice that it is the highlights that are the criterion of correct exposure, not the middle tones and not the shadows. The brightness of the highlights sets the key for the whole picture.

How can these highlights be measured to provide a basis for correct exposure? That is the problem that is faced by all color photographers. Most professionals and many amateurs have partially solved this problem by the use of a gray card target for their exposure meters. This is the way that system works out.

Most exposure meters are designed to work at the middle-tone light level and their calculators are arranged accordingly, but it is necessary to point the meter at the middle tones. If a meter is pointed only in the general direction of a subject, it is rare that the amount of light reflected into the meter will be the same as the middle tones of the subject. In black-and-white photography this lack of accuracy was taken up in the extreme latitude of the film material, but in color work any variation from correct exposure is fatal to good results. A bright foreground such as a white cement roadway or a bright sandy beach constitutes such a wide variation from an average subject that the exposure reading of such a scene will very easily indicate too small an aperture for best results.

It is necessary for maximum accuracy with a reflected-light meter to search for an object of average brightness in a scene and measure that with the meter. Because this type of object is rarely found in a scene, most expert color photographers carry their own average subject —a special gray card. This card reflects about 15 per cent of the light falling upon it and is placed in the scene and faced toward the camera. The reflected-light exposure meter is then brought close to it and the exposure read for the gray card, taking care not to cast shadows upon it. Thus an average subject is measured, from which a fairly correct exposure is obtained for the highlights, and the picture is made.

A moment's thought will immediately show that the gray card method is really a crude way of reading the light falling upon the subject. The meter is measuring 15 per cent of the incident light. It isn't necessary to go through this gray card routine just to measure the light falling on the subject. Not only is it a roundabout method, but 85 per cent of the light that could be used by the meter cell is being thrown away by the gray card.



Incident light is read by holding the meter at the subject and pointing it toward the lens of the camera.

A simpler method of measurement for correct highlight exposure in color is to read the incident light directly with a meter designed for the purpose. Greater accuracy is immediately obtained. The color of the subject does not influence the meter reading nor does back or side light throw the indications off. Hollywood color technicians found out long ago that the measurement of incident light—the light falling on the subjects—was the most dependable basis for exposure. Furthermore, this accuracy was found to be as high outdoors as it was indoors.

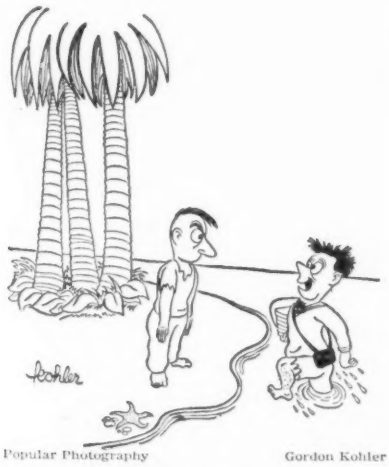
Because the incident light meter is not pointed at the subject, the latter's colors do not affect the readings. Why this is important may be readily understood when it is pointed out that all photocells do not have the same response to various colors. Some are very sensitive to blue light. If you find yourself at the seashore with an overly blue-sensitive meter, the blue water and the blue sky will cause too high a reading and a resultant incorrect exposure. The incident light meter,

no matter what cell it has, is not affected.

Another advantage of incident light measurement is that backlighting does not affect the accuracy of the reading. Backlighting usually just outlines the subject for effect and contributes practically nothing to the light level on the side of the subject facing the camera. Suppose you want to use a low sun for a backlight to outline a friend's head in golden, glowing light. An ordinary meter pointed at the subject would be found seriously in error because of the direct rays of the sun entering the photocell. An incident light meter, however, being pointed at the camera, would not receive the direct rays and would therefore indicate the proper exposure for the shadow side of the subject and permit the highlighted hair to record brilliantly.

An incident light meter is also much simpler to use under some conditions. There are no meter shadows to avoid, so the accuracy of the reading is never spoiled because the meter's shadow is being thrown upon the area being measured. This convenience is particularly appreciated in close-ups. The directional sensitivity of the incident light meter is less than that of reflected light meters. No doubt you have had the experience of trying to measure an open landscape for exposure but have been baffled to know at what angle to hold the meter. Tilted up it measures all sky and reads too high; tilted down it reads too low. It takes quite a bit of judgment to determine which reading to use. With an incident light meter this problem never comes up because its cell is always faced toward the camera from the subject position. There is no question of tilting it up or down, this way or that to correct the readings for any light condition.

[*Any exposure meter can be used to measure incident light by using the gray-card technique described above. Some meters designed primarily for measuring reflected light also are adaptable to incident-light measurement—such as the G-E and the DeJur Dual-Professional. The Norwood Director is the only meter now on the market designed primarily for incident-light measurement.*—ED.]



Popular Photography — Gordon Kohler

"It was either save the food or save the film—so guess what!"

Your Guarantee OF PERFECT PROJECTION

For 28 years, S.V.E. projectors have led all others in popularity

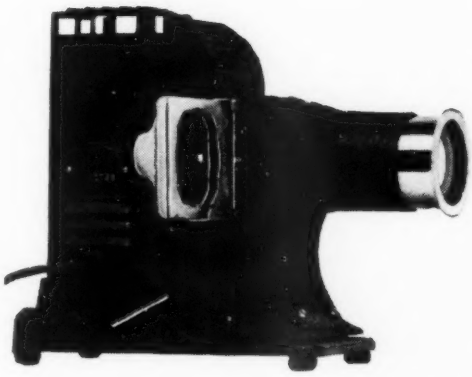
When you select an S.V.E. projector, you know that every slide you show will be projected with the greatest possible beauty and fidelity. S.V.E. projectors are the result of 28 years of projector pioneering by the oldest firm in its field . . . have been proved best by test. They have won the confidence of those who put quality of projection first . . . are used in more schools, churches, and industrial firms than any other kind.

first IN HOMES, TOO

Thousands of critical home projectionists, too, rely on S.V.E. projectors. Here's why:

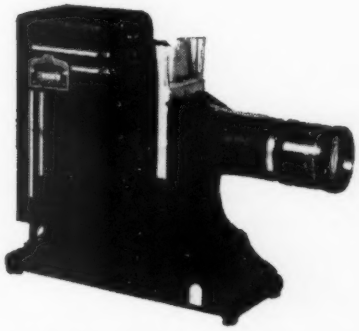
- Uniform, brilliant illumination . . . sharpest, clearest projection of both black and white and color.
- Efficient ventilation and heat-absorbing filter . . . slides fully protected.
- Simple to operate and completely silent.
- Operate on AC or DC.
- Ruggedly built to withstand hard use . . . yet light in weight and easy to carry.

2 projectors ideal for home use



Model RK . . .

S.V.E. Model RK 100-watt projector for 2" x 2" slides only. The RK is "standard equipment" in thousands of homes and is admirably suited to average home use. Covers full Bantam size frame. Gives excellent satisfaction for Kodachromes. Complete with Petzval type lens, horizontal slide carrier, and leatherette carrying case.



. . . Model AK

S.V.E. Model AK 300-watt projector for 2" x 2" slides only. Covers double-frame and the larger Bantam frame. Finest quality projection of Kodachromes. Complete with 5" focal length coated Anastigmat lens, semi-automatic vertical slide changer, and leatherette carrying case.

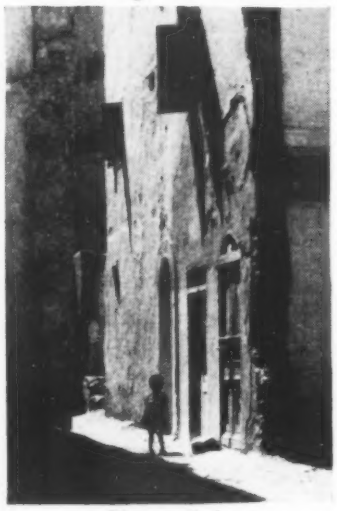
Get the best . . . Get S.V.E. projectors and projection accessories

SOCIETY FOR VISUAL EDUCATION, INC.

A Business Corporation

100 East Ohio Street — Chicago 11, Ill.

Cambridge School of Photography



Photograph by M. Leonard Oppenheimer

announces the opening of a co-educational school for the study of the art and the science of Photography.

All of the instructors at the Cambridge School of Photography are competent, thoroughly trained photographers and technicians with wide experience in the fields in which they instruct.

Courses offered include:

- *Portraiture*
- *Commercial Photography*
- *Color Photography*

Classes start August 4, 1947. For further information, write to:

CAMBRIDGE SCHOOL OF PHOTOGRAPHY
1501 Mount Royal Avenue
Baltimore 17, Maryland

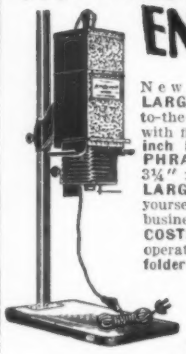
Punch YOUR OWN HOLES for ALBUM BINDINGS

Makes 9/32 x 3/32" holes any distance apart in film, paper, leather, etc. for plastic or other flat binding. Tool steel cutters. Beautifully nickeled.

Guaranteed by one of America's oldest punch makers.

HOGGSON & PETTIS, NEW HAVEN 7, CONN.

LOW COST PHOTO ENLARGERS



New improved **STARLIGHT ENLARGER** gives Better Results up-to-the-minute Features. Equipped with fine **ILEX ANASTIGMAT 3½-inch F 6.3 LENS and IRIS DIAPHRAGM.** Takes negatives up to 3¼" x 4¼". Makes Low Cost **ENLARGEMENTS ANY SIZE** for yourself or friends. Profitable easy business or hobby. Work at home. **COSTS VERY LITTLE** to own and operate. **Write today for Free folder "A," giving full details.**

PHOTO-SPHERE CO., Inc.
115 East 23rd St.
NEW YORK 10

Press

(Continued from page 16)

er and Harry Harris of AP; Morris Gordon of *PM*, George Miller of the *Journal-American*, Tony Bernato of the *Mirror*, Ernest Sisto of the *Times*, and Tony Sande of Acme Newspictures. Miss Jenkins gave the committee every assurance that their suggestions and assistance would be well rewarded when the time came to build the new Garden which has been proposed as the world's largest sports arena and which is being planned to be built in Columbus Circle.

Steen Hinrichsen

Denmark press photographers and their foreign colleagues were out *en masse* to cover the April 30 funeral parade for the late king of Denmark, Christian X. The King's guard, colorfully dressed in bright red coats, light blue trousers, and black bear-skin hats, was the principal target for the pressmen's lenses.

* * *

WILLIAM L. POWERS, managing editor of the *Youngstown* (Ohio) *Vindicator*, passed out some excellent words of advice and encouragement to the U. S. news photographers and stressed the value of their work at the recent Kent State (Ohio) University sixth annual short course in news photography. We relay his quotes: "Photographers not only have to be good reporters with pictures, they have to realize that in the publishing business there is generally a failure not only to understand the technique of photography, but also a failure to adjust the 'Horace Greeley school' rules in order to make possible

Reni Newsphoto Service

President Truman receives a 13-reel, two-hour-and-ten-minute film biography representing his political career in the Nation's Capital. Here Washington cameramen for five American newsreels (from left) Robert Denton, Paramount; James Lyons, Universal; J. C. Brown, News of the Day; Tony Muto, Fox; and George M. Dorsey of RKO Pathe present the film.

the most effective use of pictorial reporting even after the picture is laid on the editor's desk. The newspaper photographer has not even begun to scrape the surface of the entirely new field of pictorial reporting. Part of the responsibility for progress in this field rests on the photographer himself and upon his ability to employ his skill as a reporter. The rest of the responsibility lies with the editors whose main preoccupation, even today, is with producing the printed word."

* * *

CLEVELAND news photographers recently were honored by the Cleveland Newspaper Guild during its annual awards luncheon. Jack Horton, *Cleveland News* staffer, won the award for the best spot photograph with his series documenting back door meat sales. Honorable mention went to Jim Mahler of Associated Press Cleveland bureau. Bill Todd, *Plain Dealer* staffer, was given the best feature photograph award for his kitten and bird series. James Thomas, *Cleveland Press* lensman, won honorable mention.

Jury of six news picture authorities is shown as it decided to award the grand prize in the 1946 Coffee News Pix contest to a shot taken by John P. Cooper of the San Diego (Calif.) Tribune-Sun, showing a barefoot Navy crewman safely taking coffee on the beach after the crash boat he had been on was disabled. They are, from left, Richard Crandell of the New York Herald Tribune, Jack Price of Editor & Publisher, Sid Mautner of International News Photos, Frank Gerratano of the Bridgeport Herald, Ed Easton of the New York World Telegram, and Stuart Taylor of the Philadelphia Bulletin. *(See May '47 Popular Photography, pg. 16, for complete story and pictures.)*

* * *

IT WAS a composite photograph assembled by James Daniels of the *Gary* (Ind.) *Post-Tribune* staff, which aided Gary police in linking Joseph Muscarello, Chicago ex-convict with the "swamp murder" of Mrs. Irene Shawsky. Daniel had two photos, one a picture of Muscarello taken at the Chicago detective bureau following his surrender; the other, a picture of his automobile. By reducing Muscarello's photo to proper size, Daniels inserted it behind the steering wheel of the murder car. A number of copies of the composite photo were used by Gary detectives in getting Muscarello identified by several persons.

* * *

THE *New York News* picture department, which has used planes since 1933 for the use of its cameramen, is re-

plus value

Graflex-Crown #1 tripods

genuine 52" four-section light-weight tripods!

We consider ourselves very lucky to get these tripods, are happy to bargain-price them to you! This is not a "crown-type" tripod—it's the genuine product, considered as essential to a news-man's work as a flashgun or a rangefinder! In keeping with Sterling-Howard's "low-price-plus-value" policy, we offer them far, far below list—while present stock lasts! Length closed is 16¼"; weight 36 oz. **Brand new.** Price, only **$9.95**

16 mm Motion-Picture film

Regardless of dating—all our 16 mm film is offered on a satisfaction-or-money-back basis! To afford this offer we must buy film carefully, test it thoroughly. Much of it is short-dated; all of it is good for many months to come. Of course, all of it is in short supply, and offered at these prices subject to prior sale!

16 mm x 50' mag Kodak Super-X, s-d '44, each.....$1.95
16 mm x 50' mag Kodak Super-X, s-d '44, 3 for..... 5.50
16 mm x 50' mag Kodachrome daylight, '46, each.... 3.95

Shoot NEGATIVE film for professional quality! Edit and save your prized shots scratch-free—show low-cost exposure-compensated grain-free positive prints! You'll find it not only much cheaper, but more satisfactory, too! Negative processing cost, including complete positive print, averages $2.50 per 100' roll. Write us for details.

16 mm x 100' roll Ansco Finopan, '45, each.....$1.65
16 mm x 100' roll Ansco Finopan, '45, 5 for..... 7.00
16 mm x 100' roll Kodak Pan Safety, '45, each..... 1.65
16 mm x 100' roll Kodak Pan Safety, '45, 5 for..... 7.00

35 mm x 100' bulk film

We wish we could show you the fan mail we get, from customers tickled-pink over the excellent value they've found in our bulk film offerings! Try some, and join them! All film guaranteed fog-free and prime quality—short-dated from refrigerated government warehouses. State your choice: EK Plus-X, EK Super-XX, Ansco Supreme, Ansco Ultra-Speed, Dupont Superior #2 & #3.

35 mm x 100' roll Negative film, each.....$2.25
Bulk film loader for 35 mm film, 100' capacity..... 4.95

SPECIAL: 120 Kodak Super-XX roll film! Originally made for U.S. Navy torpedo cameras, we added a standard backing paper so they could be used in any ordinary camera, repacked them back into the Eastman boxes they came in (sans tropical packing, of course)! Thus, we can sell them to you at the sensationally low price of 12 for $3.00, post-paid.

Sterling-Howard CORPORATION

1900 Monterey Avenue, Dept. P478, New York 57, New York

Keep posted on war surplus "buys" —read the Surplus News letter. No charge. Send for it now—for convenience, use coupon.

STERLING-HOWARD CORP., Dept. P478
1900 Monterey Ave., New York 57, N. Y.

☐ Please send the Surplus News Letter
☐ And I'd like information on_____

Name_____
Address_____
City_____ Zone_____ State_____

- **outstanding "plus values"**
- **mail-order efficiency**
- **courteous, friendly service**

DETROIT PUBLIC LIBRARY

THE ONLY PHOTO STORE IN N.Y.C. OPEN UNTIL MIDNIGHT, 7 DAYS A WEEK

We don't claim to offer any **TEMPTING APPLES . but** IF ADAM WERE HERE HE WOULD FIND WE OFFER

DOWN-TO-EARTH PHOTOGRAPHIC VALUES

LEICA G, Summar f2, Leica flash gun, special trigger, winder, case, like new. $310.00
AGFA Memo, f4.5 lens with flash gun, special strip projector case, NEW.... 150.00
SUPER NETTAX, f2.8 Tessar, case, metal focal plane shutter to 1/1000 sec., like new..... 215.00
KINE EXAKTA, Biotar f2, like new... 360.00
12x20 KORONA, 10 ft. tripod, 2 holders, case, with 19" Goerz Dagor f7.7 in barrel, like new..... 385.00
11x14 VIEW CAMERA, 5 holders, used, GUARANTEED 120.00
B&H FILMO, 16mm, Model 75, f1.8 lens, case, like new..... 155.00
8x10 VIEW CAMERA with 5x7 dividing back, 12 in. B&L Tessar IC in shutter, perfect 295.00
B&J PRESS 4x5 revolving back, Ilex Paragon f4.5, 5½" lens, Kalart RF, flash gun 175.00

4 x 5 SPEED GRAPHICS Available. Variety of lenses and shutters. New and used. Write.

EASTMAN 11x14 PROJECTION EASELS
a rare buy. List $29.17. OUR PRICE, NEW..... $20

MOVIE EQUIPMENT
IMMEDIATE DELIVERY

AMPRO 8mm PROJECTOR, 750 Watt, NEW $168.00
AMPRO 16mm sound projector, Premier 20 ..... 540.00
VALETTE 16mm sound proj., 30 watt output, 1200 watt lamp, NEW..... 425.00
REVERE 8mm projector, NEW..... 120.00
DE JUR, 1000 watt, case, NEW..... 174.00
EXCEL P-130, 16mm, NEW..... 56.75
UNIVERSAL PC-500 8mm, NEW..... 69.50

FREE WRITE US FOR OUR LATEST SUMMER CATALOG

FAIRCHILD ARGON-LITE 10x12 PRINTER REDUCED TO ONLY..... $150.

FINE LENSES

SCHNEIDER Xenar, f4.5 18cm in barrel, no iris, NEW..... $ 70.00
DALLMEYER wide angle, f6.3, 3¼" f4.5, mounted on "C" board..... 75.00
KODAK ANAST. f4.5 127mm in #2 supermatic shutter, NEW..... 70.00
KODAK ANAST. f4.5, 7½" in Autex shutter 75.00
6½" COOKE ANAST., SERIES II, f4.5, a rare portrait lens for 4x5..... 60.00
48cm HELIOR f4.5 coated, a rare portrait lens, NEW..... 365.00

We Buy, Sell and Trade All Photographic Equipment
WRITE FOR PRICES
We Reply Immediately

LOCATED BETWEEN ROXY AND RADIO CITY MUSIC HALL

TELEPHONE CI 7-2094
little cottage SHOP
124 W. 50 STREET NEW YORK CITY

ceiving delivery of a new 10-passenger amphibian with a range of 1,200 miles and a cruising speed of 177 miles an hour. It will be equipped with a 20-inch aerial camera capable of taking pictures even at the altitudes which new area restrictions on planes may make necessary, George Schmidt, picture assignment editor, revealed. During daytime in summer, the photo department plans to keep the amphibian moored at the 23rd Street landing on the East River, less than five

Acme

Minus their shoes, not wishing to disturb the White House robins which made their nest outside the president's office, White House News Photographer Marion Carpenter (left) angles for a closeup, and Myra Lee Houck, Cumberland, Md., a White House secretary, takes a peek at the new residents. However, camera-shy Mama and Papa Robin were not at home when the intruders made the visit shown.

minutes from the *News* darkrooms. The plane will be equipped with a two-way telephone. The front cockpit windows have been lowered six inches to give the photographer more space to maneuver his camera, and the escape hatch and main

Acme

Wearing gas masks to protect themselves from tear gas fumes in the rotunda cell blocks at the Federal detention barracks at Ft. Leavenworth, Kansas City Star Photographer Robert Yuker, left, and Acme Photographer Ed Hoffman, of the Kansas City bureau, photograph the entrance to cell block 4 where rioting prisoners who gave up were transferred after their surrender. One prisoner was killed, six others were injured in the riot among the inmates of the prison.

door have been fitted with windows, hinges, and special chairs with straps so that the cameraman may brace himself and his camera and "shoot" from the rear of the plane. The plane will carry emergency cameras and supplies and also a collapsible rubber boat to put the pho-

DIRECT-COLOR PRINTS 45¢ and up

Rapid Service
2X (2¼ x 3¼) 60¢ Each 3 or more from same slide. Ordered at same time. 45c each.
3X (3¼ x 4¼) $1.00 Each 3 or more from same slide. Ordered at same time. 75c each.
5X (5 x 7) $2.50 Each 3 or more from same slide. Ordered at same time. $2.00 each.

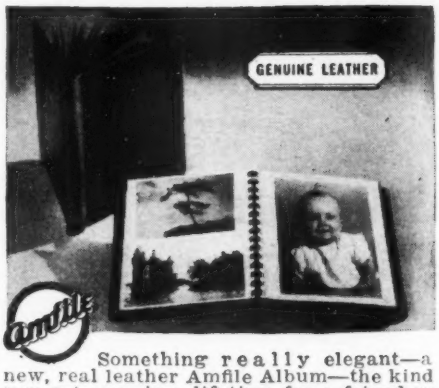
120 - 620 COLOR FILM MOUNTS
8—2¼ x 3¼—50c 12—2¼ x 2¼—75c

"COLOR-STRIP"*
ANY ANSCO-COLOR ROLL
35MM—MEMO—620—120 Developed and Contact
PRINTED—$3.95

The Growth of Our Organization Proves Better Than Any Advertisement the Value of the Color Services Offered
CARROLLS' FOR COLOR, 737 Sutter St., San Francisco, Cal.
CARROLLS' CRYSTALIKE, 512 So. 9th St., Tacoma 1, Wash.

ANSCO Processing Available from the West's First and Finest Color Laboratory—Since '44. Please Address Dept. 113.
WRITE NOW
* Reg. U. S. Pat. Off.

Carroll's for Color
4522 W. PICO LOS ANGELES 6



Something really elegant—a new, real leather Amfile Album—the kind you get once in a lifetime for a friend or yourself. Choice of saddle tan, green, red or blue. Loose leaf, black paper mounts. Plastic binding rings. Get at stores: 5x7" $5.00, 8x10" $7.50, 14x11" $10.50. With acetate mounts to hold 24 prints: $7.50, $11.00 and $18.00.

Write for free catalog of Amfiles for Reels, Slides, Negatives, etc.

AMBERG FILE & INDEX CO. 1667 Duane Blvd. Kankakee, Illinois

LENS COATING HARD PERMANENT CLEANABLE
FOR ALL OPTICAL SYSTEMS

Increase definition! Eliminate flare! Improve brilliancy! Achieve faithful color reproduction.

Write to Chemoptics, the oldest glass coating laboratory, for information on the newest in modern lens achievements and scientific mirror work.

Speedy repair service on cameras.

CHEMOPTICS, INC.
33 Union Sq. West, New York City 3, N. Y.

ENLARGEMENTS
FROM SAME NEGATIVE

	ONE	THREE	SIX
4 x 6	$ .15	$ .40	$ .75
5 x 7	.25	.65	1.00
8 x 10	.50	1.25	2.25
11 x 14	1.00	2.50	4.50

Instructions followed explicitly
Specialists in 35mm Film Enlargements
EVERY PHOTO BECOMES A PORTRAIT When enlarged by
FOTO PORTRAIT CO. 1172 OGDEN AVE. NEW YORK 52, N. Y.

tographer ashore after landings on lakes and bays.

* * *

NEW YORK lensmen still are having their court troubles. Just before court opened in the recent murder trial of former Patrolman Mariano Abello held in the Criminal Courts building in New York City, a court attendant approached four newspaper photographers clustered beside a window near the courtroom door and said the judge wanted them to move on. When the cameramen protested

Press Association

President Truman smiles as he exhibits cake given him in Washington by the White House Still Photographers in honor of his 63rd birthday. The chief executive named the cameramen's group the "One More Club" because members say, "One more please, Mr. President," when requesting additional photographs of him.

the attendant said, "If you don't go, he'll hold you in contempt of court." The photographers stayed. A captain of attendants came out and repeated the message. Still no move. The court was adjourned, and the four cameramen went to the judge's chambers to protest. George Brown, *Journal-American* staffer, speaking for the group, cited an Appellate decision which said the public was entitled to be in any public place and that the hallways of city and state buildings were such places. "I don't know about that," Brown quoted Judge Wallace, the presiding judge, later, "but I am the law so far as this floor is concerned. That's all."

* * *

IRVING HABERMAN has been made Chief Photographer of *PM's* shooting staff. Haberman has been one of *PM's* veteran lensmen.

* * *

A NEWS photographer can at times be the luckiest guy, especially when he's the only man among a whole bevy of beauties. The International Beauty Show was holding its *for women only* undergarment show in New York recently and *PM's* veteran Morris Gordon got the assignment to make some fashion pictures. Without asking questions, Morris ambled, camera and all, down to the runway in front of the stage and set himself for some eight-foot shots. The girl MC eyed him as did the other 4,999 in the packed auditorium. No one said a

LEARN *Glamour Photography*

THE HOLLYWOOD WAY

with Harrison

COURSE INCLUDES FAMOUS **34** BASIC GLAMOUR POSES

Created by Harrison for the hundreds of amateurs and professionals who could not be accepted immediately in Harrison's resident classes in Hollywood, this home study course has been so successful, it's basic fundamentals are now offered to all.

YOU, TOO, CAN TAKE HIGHLY SALEABLE GLAMOUR PICTURES LIKE THIS ONE

Learn easily, quickly, by mail. Learn the secrets that will enable you to make gorgeous glamour pictures and breath-taking pin-ups of ordinary girls. Learn glamour photo make-up secrets, glamour lighting, posing and costuming.

LOOK WHAT COURSE INCLUDES:

THE 34 BASIC GLAMOUR POSES
(Posed by model and diagrammed)

THE 4 BASIC FACIAL TYPES
(How to analyze them)

THE 9 GLAMOUR LIGHT POSITIONS
(Illustrated and diagrammed)

BUST SHOTS, PINUPS, ART FIGURES
(How to "oomphasize" them)

HOW TO MAKE UP YOUR MODELS
(Like the movie stars)

GLAMOROUS COMPOSITIONS
(How to arrange them)

GLAMOROUS COSTUMES
(How to build them on your models)

Students all over the world testify to the value of Harrison's fascinating Hollywood glamour technique—The original glamour course.

Harrison shows you how to glamourize ANY girl. You don't need ravishing beauties or expensive models—ANY average girl will do. It's simple, easy, profitable.

This condensed, intensified course now offered at the SENSATIONALLY LOW PRICE OF ONLY **$10**

HERE'S WHAT YOU GET—

10 big lesson texts, which include the *Lighting Diagrams,* the *Makeup Charts and Drawings,* the 34 illustrated *Basic Glamour Poses, 88 other illustrations,* the amazing *Expression Chart, 98 pages* of explicit, detailed instructions, *Costume Building* step by step—everything you need to know to make ravishing glamour photographs of *any* girl, no matter how unphotogenic she may be. Think of it! Only $1 a lesson to learn the secrets of Hollywood glamour technique.

SEND FOR THIS ILLUSTRATED COURSE TODAY—$10

HARRISON STUDIOS
6404 Sunset Blvd., Hollywood 28, Calif.

Please RUSH your lesson texts in Hollywood Glamour to me today
I will pay postman $10 on arrival, plus postage.
I want to save postage. I enclose $10 herewith:
☐ Money Order ☐ Check ☐ Cash

Please also send me information about your
☐ **home study coaching and criticism service**
☐ **resident classes**

NAME .....
ADDRESS .....
CITY ..... ZONE ..... STATE .....

DETROIT PUBLIC LIBRARY

Color-Craft FOR COLOR PRINTS of DISTINCTION

Made from your Transparencies—any size, including Mercury, of Ansco Color, Kodachrome or Ektachrome.

	First Print	Duplicate
2¼ x 2¼ or 2¼ x 3¼ (not mounted)	$ .60	$ .50
3 x 4 mounted	.80	.75
3¼ x 4¼ "	1.25	1.00
4 x 5 "	1.50	1.25
5 x 7 "	2.75	2.25
8 x 10 "	5.00	4.00
11 x 14 "	10.00	7.50

★ Prices include cropping or composing on 3¼ x 4¼ or larger. 25 cent charge on smaller sizes. 2¼ x 3¼ prints from 16 mm. — $1.00 single print; 50 cents for each duplicate. (Forward 3 frames).

★ Minimum order $1.00. All prices include return postage. Work completed and mailed within 7 days from receipt. Send Payment with order.

★ An exclusive color laboratory and skilled technicians assure you QUALITY COLOR REPRODUCTION.

Any size Ansco Color Roll Film Developed, $1.00 per roll

COLOR-CRAFT, Inc., Dept. 7, 2651 Conn. Ave., Washington 8, D.C.

Complete your regular study of photography with this advanced post graduate course.

FOR A FUTURE IN Color

THE HOUSE OF PHOTOGRAPHY offers color courses designed for photographers of professional and advanced amateur standing.

Courses include: make-up, lighting, exposure, and development of Ektachrome; masking for color correction, 3-color separation negatives from transparencies also by direct separation and by 1-shot color camera; dye-transfer printing. Any part or all of the color work may be studied. Time required is from three days to two weeks. We'd welcome your inquiry.

APPROVED FOR G. I. TRAINING

THE HOUSE OF Photography ★ ★ ★

135 NORTH TOPEKA AVENUE
WICHITA KANSAS

SCHOOL OF CAMERA REPAIR

"The Only School Of Its Kind"

Comprehensive 10 week, 150 hour course includes Domestic and Foreign cameras, flash synchronization, cine, etc. Day and Evening Classes

Guaranteed Repair Service in 48 Hours

Classes Start

Feb. 3rd — July 7th
April 21st — Oct. 13th

the Mills

PHOTOGRAPHIC ENGINEERING LABORATORY

1857 N. Western Ave., Hollywood 27, Calif.

word. Morris was ready and waiting. The girl at the microphone announced the first lovely number. It was a cute miss in a two piece bra and panties. As she stepped forward she eyed Morris, stared open-mouthed, and then stepped back behind the curtain as fast as she could make it. The audience tittered. The girl MC paused for a second and nonchalantly spoke, "That's all right, girls, we know no men are allowed, but it's OK, he's only a photographer." The show went on.

* * *

IN HIS talk at the recent Kent State University's sixth annual short course in news photography, H. A. Schumacher, vice-president of Graflex, Inc., predicted a big boom coming in press photography. He based his cheery forecasts on a survey conducted by Graflex. Questionnaires regarding the photographic plans were sent to 500 small newspapers throughout the country. Forty-four per cent of those employed a total of 84 full-time photographers and 17 per cent reported plans to add a total of 21 photographers during 1947. More than half of the newspapers employed combination reporter-photographers and about 10 per cent plan to hire reporter-photographers this year. Eighty-seven papers anticipated greater photo schedules for 1947. The only drawbacks in increased use of photographs among the smaller papers were limited supplies of newsprint, shortage of photographic and engraving equipment, and the dearth of competent photographers interested in non-metropolitan areas.

* * *

HARRY ELMORE of the *Miami Daily News* won a fourth place award in the $1,000 Florida Photo Contest with a

This shot won a Florida contest prize.

shot of Army chief of staff, General Dwight D. ("Ike" for Izaak Walton) Eisenhower's winning smile. The general and his quarry were obligingly photogenic when Elmore snapped them both during an afternoon of angling in Florida's waters.

For more complete information on the contest winners, including names of judges, please turn to "Magazine" *column on page* 167, *this issue.*—Ed—

If It's in Color

(*Continued from page* 49)

of circumstances remains more constant than earthly light sources. While sunlight at a given time of the year, at a given hour of the day is pretty much the same for a geographic area, it rises hundreds, or even thousands of degrees K (Kelvin) from the time the sun comes over the horizon until it reaches its zenith. Conversely, its color temperature slowly declines from noon until the time it sets. We already know this if we stop to think about it; we all recognize that sunlight is yellower or redder around the sunrise and sunset hours.

Therefore, since we must consider the quality (as well as the intensity) of the light when exposing color films, we should avoid shooting in color during early morning and late evening—arbitrarily the first two hours and the last two hours of sunlight. Since the light is redder at these times of the day, we can expect that color film thus exposed will yield transparencies which are correspondingly redder.

Although it is not wise to use early and late sunshine for general color photography, excellent pictures may often be secured of the light. As one saying succinctly puts it, "It's no good to take pictures *with*, but it's fine to take pictures *of*."

Below is a scale of some typical light sources and their approximate color temperatures:

LIGHT SOURCE	APPROXIMATE COLOR TEMP.
Clear, blue N.W. sky	Over 10,000
Daylight fluorescent	6,500
Average direct noon sunlight	5,500
Daylight flood lamps	5,000
Blue flash lamps	4,800
Regular flash lamps	3,800
White fluorescent	3,500
Photoflood lamps	3,400
Enlarger lamps	3,200
Tungsten house lamps	2,400
Candle flame, sunrise, sunset	1,800

How shall we go about exposing color film now that we have considered light quality? The procedure is very simple. It will take you back to your box camera days when you looked to be sure that the sun was coming over your shoulder before you pressed the shutter release. And, if you remember, you just about always needed direct sunlight in those days. The same is true of color photography today. Generally speaking, outdoor color pictures should be taken only when the sun is shining, and the subject should be illuminated from the front.

Suggested diaphragm and shutter settings for sunlight exposure of color films include: front-lighted subjects in brilliant sun, 1/50 at *f* 6.3; in hazy-bright sun, 1/50 at *f* 4.5; in overcast, 1/25 at *f* 4.5. Side-lighted subjects in brilliant sun, 1/50 at *f* 4.5; back-lighted subjects in brilliant sun, 1/25 at *f* 4.5.

These exposures are calculated for average subjects. Light subjects may be given 1/2 stop less exposure, while dark subjects should be given 1/2 stop more exposure. Needless to say, exposure equivalents may be used as circumstances

"OUT WHERE WESTERNS BEGAN"

"Drop thet thar shootin' iron Podner . . . We're Aimin' to end cattle rustlin' in these hyar parts . . . Round up a posse boys . . . They went thataway!"

About the time these spine-tingling phrases were first recorded on motion picture sound track, Mole-Richardson pioneered efficient lighting equipment. Since 1927 "Molinkies" and "Molarcs" have illuminated over 90 percent of all Hollywood productions. "Horse Operas" may not change, but lighting technique has advanced steadily, thanks to the never-ending research of Mole-Richardson Co. Winner of five Academy citations, "Molights" are preferred by professional photographers everywhere.

THE CINELITE

An important member of the Mole-Richardson family, this 1000-watt incandescent flood provides ideal basic light. Weighing only 27 pounds, it can be quickly disassembled into three easy-to-handle components: dome, folding stand, and cord. It's perfect for "location" jobs.

"MOLIGHTING" EQUIPMENT

"MOLINKIES"	"MOLARCS"
Midget Spot	Duarc ..... 40 Ampere Flood
Baby Solarspot	Type 90...120 Ampere Spot
Junior Solarspot	Type 170..150 Ampere Spot
Senior Solarspot	Type 450..225 Ampere Spot
Cinelite	
Single Side Lamp	
Double Side Lamp	

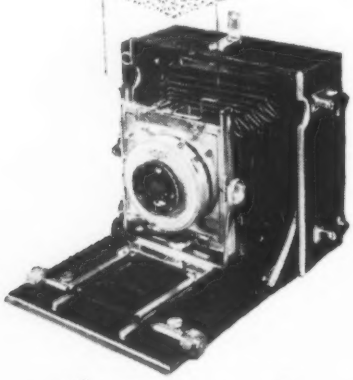
See This Equipment at Your Dealer or Write for Catalog!

MOLE-RICHARDSON CO.

937 NORTH SYCAMORE • HOLLYWOOD 38, CALIFORNIA

Photographic Lighting Equipment Since 1927

LOOKING FOR
New Features
IN A Camera?



The Ramlose

OFFERS

All metal construction, leather covered · Revolving back provides 360° coverage · Normal, wide angle and telephoto lenses easily interchangable, provisions for multiple lens stops. · Combines all the features of both Press and View cameras, swings or tilts in any direction on the optical center of the lens, minimizes refocusing of the lens when applying swings.

FREE Write to manufacturer for free folder describing the many features of the RAMLOSE Camera.

87.50

DISTRIBUTED BY
GARDEN & WILLIAMS
3266 W. PICO · LOS ANGELES 14, CALIF.

MANUFACTURED by PHOTOGRAPHIC EQUIPMENT
Ramlose
5410 TWEEDY BOULEVARD
SOUTH GATE, CALIFORNIA

dictate, *e.g.*, using 1/50 at *f* 3.5 in place of 1/25 at *f* 4.5. Extremely brilliant subjects or scenes (such as snow scenes) may be given ½ the normal exposure.

Although it is not generally recommended, satisfactory results may be obtained by exposing tungsten type film by sunlight outdoors *providing the proper conversion filter is used.* Ansco recommends that their Color Conversion Filter No. 11 be used when exposing their tungsten type film in this manner. Kodachrome Film, Type A (tungsten) should be exposed through the Type A filter when sunlight is used as illumination.

Failure to employ the proper conversion filters when shooting tungsten type film in sunlight results in transparencies which are almost totally deficient in yellow. Such an error is easily recognized, for the shadows in transparencies thus exposed are an intense blue.

Front lighting with direct sunlight produces the best transparencies, unless supplementary illumination is used. This is because the color temperature goes way up in outdoor shadow areas. This in turn is due to the fact that what light does reach into these shadow areas is mainly sky light (scattered light from the sky) which is very blue. For this reason, supplementary lighting in the form of flash or reflectors should always be used when cross- or back-lighting is employed.

With further regard to fill-in flash photography, as this is called, the light from the flashbulb should be subordinated to the light from the sun. If it is not, an unnatural night effect will be created. And be sure that you use the recommended *blue* flash lamps when exposing the daylight type color films!

The accompanying table is for daylight type color films exposed during the middle of the day in brilliant sunshine at 1/50 second.

If it is not convenient to use a flash attachment or a reflector, don't forget to take advantage of the natural reflection possibilities which may often be found. As an instance, there are many white houses which will act as excellent reflectors (non-portable) for you. Light colored walls, the sails of boats, and sheets have all been used successfully in this manner.

Tungsten color films

When exposing color films, tungsten type, by artificial light, the problems are somewhat different. To begin with, sunshine is just about always the same old sunshine (other things being equal) that will give you similar results time after time. But man-made light sources vary widely in the quality of light they emit. However, the problem is actually a simple one, being only a matter of securing appropriate lamps. Ansco Color Film and Kodachrome B (Professional) are balanced for 3200° K illumination. Suitable floodlamps for the above color films can be obtained by asking for the lamp in terms of degrees Kelvin, the lesser consideration being that of wattage of the lamp. The PS-25 lamp, a 500-watt 3200° K light source, is a typical example of an appropriate lamp which has roughly the output of a No. 2 floodlamp.

Inherent subject contrasts should be avoided in color photographs. It would be difficult, for instance, to get good rendition of both the delicate skin tones and the dark dress in a color print made from a transparency of this photograph.

If a lamp does not burn at 3200° K it may still be adaptable to the requirements of color film, tungsten type. For example, floodlamps burn at approximately 3400° K, but can be used as an exposing light for Ansco Color Film, if exposure is made through the UV-15 filter which modifies the illumination to the required extent. As current literature on the subject points out, floodlamps are recommended for exposing Kodachrome A *without* filters.

When deciding upon the light source you intend to use, it is important to remember that the color temperature of floodlamps is not so constant throughout their life as that of the 3200° K lamps. In addition, 3200° K lamps will usually last much longer.

The floodlamp table which follows is for average subjects in a light colored room, lamps for the color films as indicated: One 500 watt 3200° K lamp for Ansco Color film and Kodachrome B. One No. 2 floodlamp for Ansco Color

EXPOSURES FOR FLASH FILL-IN IN SUNLIGHT

LAMPS	LIGHTING CONDITIONS	F STOP	DISTANCE, LAMP-SUBJECT
5B, 21B, 25B	Sun Overhead	5.6	6- 8 feet
2B, 22B	Sun Overhead	5.6	12-15 feet
5B, 21B, 25B	Sun 45° to side	4.5	6- 8 feet
2B, 22B	(Sun 45° to side) (Sun 90° to side)	4.5	12-15 feet
5B, 21B, 25B	Back Angle	4.5	6- 8 feet
2B, 22B	Back Angle	4.5	10-12 feet
5B, 21B, 25B	Direct back	4.5	5 feet
2B, 22B	Direct back	4.5	8-10 feet

film (with UV-15 filter) and Kodachrome A.

Shutter speed	Lamp-to-subject distance in feet 4	6	8	10
1/4 second	f 8	f 6.3	f 5.6	f 4.5
1/5 second	f 4.5	f 4	f 3.5	f 2.8

The correct exposure will be about half that shown above when two lamps are used close to the camera position, their light superimposed upon the subject. In placing the lights the photographer

Here is a better choice of contrast for a good color shot. The lighter dress will not only make a more colorful transparency, but will be easier to print, since there is less difference between the relative brightness of dress and face.

should remember to keep the illumination relatively flat, just as he does outdoors. In general, this means that the lights will tend to be near the camera position, and it becomes apparent that two lamps are extremely desirable. Normal lighting technique for interesting front lighting consists of placing one dominant light high and slightly to one side of the subject, while the other, a fill-in lamp, is slightly toward the opposite side a little lower and a bit farther away from the subject. Don't worry about the lack of character in your lighting; now color can speak for itself.

Flash photography with color film is also more simple than many persons think. Of course, with the narrower latitude of such films, precautions should be taken to insure that the flash guide numbers are accurately used. The guide number, as you probably know, represents a convenient manner of making an exposure recommendation for a given sensitized material (in this instance color film). The exposure with the shutter set at Time, Bulb, or 1/25 is easily computed from the guide number by dividing it by the distance in feet to obtain the aperture or *f* number, as:

Guide No. 100 ÷ Distance 10′ = Use *f* 10. Or the *f* number may be selected and used to calculate the correct distance from the subject, as:

Guide No. 100 ÷ *f* 10 = Use distance of 10′.

When shooting color film with flash, do not determine distances carelessly; if your judgment is not all you wish it were, measure the distance to be on

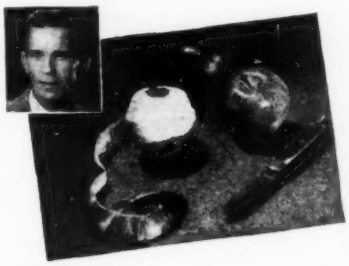
You too, can

LEARN PHOTOGRAPHY
in the Professional Manner . . .
STARTING IMMEDIATELY!

Read what these typical students have to say about their training at the Baltimore Institute of Photography:

MISS MURIEL SHAPIRO: *I signed up for the Commercial Course, because I knew specialists made high pay while doing fascinating work. My instructors started me right in taking pictures and already, in my sixth week, I'm turning out work such as this example.*

MR. C. W. TIFFANY: *I entered the Portraiture Course, planning to specialize in Glamour Portraits. By working closely with my instructors, I have improved my technique so that I am turning out portraits like this daily.*



MR. WILLIAM PARKS: *The navy started me on photography. Came here for a brush-up in my color technique. Individual instruction plus practical experience is doing the job! Yes . . . I'm making fine progress and plan to open my own studio when I graduate.*

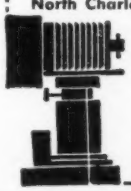
QUALIFIED VETERANS ADMITTED UNDER GI BILL

You can enroll NEXT MONDAY!

The school has recently expanded into its own immense building. There's more room, more facilities and more equipment than ever before. That's why we're able to enroll new students EVERY MONDAY. Join the men and women who have started laying the groundwork for a profitable career in professional photography. Clean, pleasant lodgings at reasonable rates are right in the neighborhood. Send today for free descriptive catalog and enrollment blank that gets you started RIGHT AWAY!

Mail this coupon today . . . opportunity's here!

BALTIMORE INSTITUTE OF PHOTOGRAPHY, INC.
North Charles at 24th St., Baltimore 18, Md.



Sounds good to me. Send me your free Catalog D and enrollment blank. I understand there's no obligation, but I'm really interested.

Name.....

Address.....

City.....Zone.....State.....

BALTIMORE INSTITUTE OF PHOTOGRAPHY, INC.

ARGOFLEX OWNERS!

Here's the new Duraluminum Focusing Mount, complete with Lens Shade and Filter Holder —specifically designed for your ARGOFLEX . . . new or old.

1. An easy and instantaneous method for sharp focusing.
2. Unique "screw-in" design for rapid removal of shade and easier changing of all Series V filters.
3. Focusing Mount always attached and will fit into camera case.

$2.95 Complete

See your dealer, or
SUPER-CAM PRODUCTS
96-32 Queens Blvd., Rego Park, L. I., N. Y.

"BETTER PICTURES"

$1.25

35mm ROLLS developed, vaporated, enlarged by electric eye, 3¼ x 4½—$1.25. 18 exposure rolls—75c. Extra enlargements 3¼ x 4½ — 4c each. No. 127 split candid rolls—16 exposures—enlarged to 3¼x4½—60c. No. 127 and 120, 8 exp. rolls enlarged to 3½x5—35c. No. 120, 12 exp. rolls enlarged to 3½x3½—50c. No. 120, 16 exp. rolls enlarged to 3½x5—60c. Extra enlargements 3½x5—4c each. Plus 5c postage per order.

We fine-grain all film and use Eastman electric eye equipment. Prompt service. Send roll and money today.

BETTER PICTURES
2523 Lawrence Ave., Dept. P, Chicago 25, Illinois

SPIRATONE 35 mm SERVICES

for films taken with Leica, Contax, Argus, Mercury and similar cameras.

There is no extra charge for the ultra fine grain developing of your film in any of the services listed.

PROJECTION POSITIVES

The most thrilling way of presenting your pictures. Printed from your doubleframe or singleframe (uncut) 35 mm rolls, without changing them in any way. Projection Positives are made on an extraordinarily fine-grain film and ultra fine grain developed. Viewed in a small viewer or projected life-size on a screen—you'll enjoy the wide tonal range, the three-dimensional quality, the sparkling brilliance which SPIRATONE PROJECTION POSITIVES reveal in your pictures! Try this inexpensive way of increasing your slide collection. 20 exposure roll **$.65.** 36 exposure roll **$1.05.** 65 exposure roll **$1.80.**

"EXCELSIOR"

3¼x4½ glossy enlargements, 20 exposure roll **$1.00.** 36 exposure roll **$1.31.** 65 exposure roll **$2.58.**

"SUPERB"

3¼x4½ doubleweight velvet enlargements, 20 exposure roll **$1.15.** 36 exposure roll **$1.56.** 65 exposure roll **$3.08.**

"MASKOSPOT"

"the most highly perfected 35 mm service" 3¼x4½ doubleweight velvet enlargements, with each print cropped according to our own judgment, and minor blemishes removed by spotting. 20 exposure roll **$1.56.** 36 exposure roll **$2.33.** 'Maskospot 4x6' 20 exposure roll **$2.43.** 36 exposure roll **$3.60.**

"35 MM RELOADS"

Kodak Panatomic X, Plus X, Super XX Edge-numbered Film, 36 exposures **70c.** 20 exposures **50c.** Unnumbered Film, 36 exposures **55c.** 20 exposures **40c.**

SPIRATONE COLOR SERVICES

"Three-Day Service"

ANSCOCOLOR PROCESSING

120, 620, 35 mm 20 exposure rolls **$1.00** per roll (incl. mounting of doubleframe 35 mm).

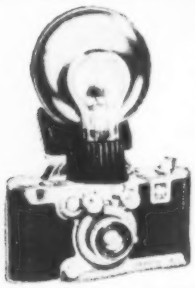
ALBUMSIZE COLOR PRINTS

from 35 mm and 620-120 size color transparencies. Prices apply to prints from same or different transparencies.

"For your pocketbook or album—just right in size and price."

2¼x3¼ (from 35mm only) eight for **$3.50** 3x4½, five for **$3.50.** 4x5 each **$1.00**

Write for free mailer and complete price-list on all processing services and films, stating what camera you have, to Dept. A



SPIRATONE

is THE Headquarters for every Univex Mercury and Mercury II owner. Spiratone offers the ONLY COMPLETE and the ONLY SPECIALIZED Service for EVERY MERCURY NEED.

Enclose full remittance with order. No C.O.D.'s. Immediate delivery.

Accessories listed for Mercury I and II, unless marked * (for II only).

*Special unbreakable filterkit (lensshade and four color filters, in leatherette case)	$3.50
25 mm polaroid filter	4.75
Five section tripod with tilthead	7.00
*Eveready Leather Carrying case w. strap.	7.50
Armor-clad cable release	1.00
Flash attachment, fully synchronized	7.30
Rangefinder, slips right on top of Mercury, with leather case	8.95
Four-extension tube copying kit	7.35
Mercury Exposure Meter	2.85
Essjay Gadget Bag, holds all accessories.	6.50
Box of 50 jiffy masks	.60
25 Houston Plastic Slide Mounts	1.05
100 SVE Glass Slide Binders	5.15

For Prices of films, processing and color services for Mercury films and slides, see above. For complete pricelist and mailer, and the latest news on accessories, services and "How to Improve Your Mercury Photography," write immediately for your free copy of "Mercury Photography," Dept. P-8.

Spiratone FINE GRAIN LABORATORIES 49 W 27 ST New York 1 New York

the safe side. Clear flash lamps should be used with tungsten type films. (Blue lamps, you recall, were suggested for daylight type.) The guide numbers listed below are essentially for the open-and-shut flash technique, although the shutter may be set at T, B, or 1/25:

Clear flashbulb	Guide number*
Wabash 2, GE 22 Westinghouse 22	135
Wabash Press 40 G.E. 11 Westinghouse 11	115
G.E. 5 Westinghouse 5	95

*For tungsten-type films, using proper filter.

The Ansco UV-16 filter should be used when exposing Ansco Color Film, Tungsten Type, by flash. The Wratten 2A should be used with Kodachrome B, while Kodachrome A exposed by flash requires the use of the Kodak CC15 filter.

Below are the guide numbers for the *blue* flash lamps recommended for use with the daylight type color films:

Blue Flash lamp	Guide number
Wabash 2B	95
Westinghouse 22B	70
G.E. 21B	65
Wabash 25B	60
G.E. 5B Westinghouse 5B	50

All guide numbers are based upon the supposition that the lamps will be used in good quality metal reflectors. As in the case of other exposure tables, dark subjects require ½ stop more exposure, while light subjects may require ½ stop less exposure. Because of differences in reflectors, lenses, and individual technique, these guide numbers may not give you exactly the effect you want on the very first try. They are given here as a guide, to be modified later on as your own experience may indicate.

(It may be of interest to know that the Ansco UV-16 and the Wratten 2A filters are interchangeable, although the results secured with the Wratten 2A may be slightly warmer than would have been secured with the UV-16 filter.)

Color variation

A while ago I mentioned that subjects illuminated only by sky light appeared unpleasantly bluish on color film. Adequate compensation can be made for this variation, however. (Exposing Ansco Color film through the UV-16, is an example.) This may have struck some readers as rather curious, since our eye does not find subjects in open shade noticeably blue, even on sunny days. This is probably due to some sort of mental conditioning we have been inured against this phenomenon from seeing it ever since we can remember.

You recall that it was suggested that white houses, the sails of boats, etc., could be used as fixed reflectors for outdoor portraits and the like. This is because such white (or near-white) objects reflect the light impartially for all practical purposes, thus allowing the camera subject to absorb or reflect this light as coloring dictates. When this is done the

Spiratone SPECIALTIES

Please remit with order to save C.O.D. charges. Enclose postage for orders to be shipped overseas.

IMMEDIATE DELIVERY WHILE SUPPLIES LAST

★ SPECIAL #1. The famous CHAPIN Model C three-section tripod. Extraordinarily sturdy, this all metal tubular tripod weighs only a little over 3 lbs., extends to over five feet, has a socket screw on a handle, and reversible metal-rubber tips. A great value for (reg.) $19.75, an unbelievable bargain at our price of..... **$13.60**

SPECIAL #2. ANSCOCOLOR Reload 35 mm, daylight or tungsten. Fully guaranteed by us. 20 exposure roll only..... **$1.00**

SPECIAL #3. Tikern SLIDEX—an all metal slide file that holds 300 35 mm mounted slides in slots to prevent rattling. Reg. $3.35. Our price..... **$2.75**

SPECIAL #4. KIMAC SLIDE VIEWER, for slides and stripfilm, with 4X lens, gives your slides three-dimensional depth. A $3.00 value, complete with 12 Barnum & Bailey Circus slides for only..... **$1.35**

SPECIAL #5. Universal CINEMASTER II, 8 mm movie camera, with built-in exposure meter, three speeds, continuous run lock, and coated F:2.5 lens, PLUS genuine leather carrying case, PLUS lens shade and four color filters. Reg. $76.00. Our price. **$68.50**

Write for free mailer and complete price-list, Dept. AA

SPIRATONE FINE GRAIN LABS
49 WEST 27 STREET, N. Y. C.

PUT *Your Name* ON YOUR EQUIPMENT

With

Personal I-D-CALS

NOW YOU CAN IDENTIFY YOUR EQUIPMENT the way manufacturers do . . . with decal transfers. Personal I-D-Cals are durable decals with name printed in rich gold letters ¼" high, sandwiched between tissue-thin layers of tough, transparent, lacquer film. They adhere to wood, metal, glass, plastic, leather, and photo emulsions. Simply wet, slide on, and let dry.

ON CAMERAS, CASES, HOLDERS etc., I-D-Cals look professional and protect against loss. They also advertise your business. (**Commercial** and **News** photographers put own name on one side of holders, company name on other side.) Try I-D-Cals on prints for novel signature effects. Set of fifty, name only . . . $2.75. Second line for address (not over 22 letters) . . . $1.50. Three lines . . . $5.00.

•

HOLDER NUMBERS in matching gold, ¼" high. Choice of 1-24, 25-48, 49-72, 73-96. Each set of twenty-four . . . 60c.

•

PLEASE PRINT NAME CLEARLY (USE MIDDLE INITIAL ONLY)
ORDER TODAY. REMIT WITH ORDER

P. O. BOX 222-E **I-D-CAL CO.** INGLEWOOD, CALIF.

Enteco has all 3

FILTERS
SUNSHADES
CINE KITS

See Your Dealer . . . Or write Enteco for Free Illustrated brochure 60-P.

ENTECO INDUSTRIES
383 PEARL STREET • BKLYN 1, N.Y.

"STREAMLINED OPTICS"

KORONA WIDE-ANGLE BINOCULAR

Leaders since 1884 in quality optics. The first and only streamlined prism binocular with prisms in straight line of vision. Cleaning is easy.

Ask your dealer—he knows quality

GUNDLACH Manufacturing Corp. Fairport, New York

subject appears normal in color rendition.

If, on the other hand, a brilliant red house (Heaven forbid) were used to throw illumination into the shadow areas of the subject, the subject's coloring on the side toward the house would look unnaturally flushed in the finished transparency. And so it goes to more and more imperceptible degrees until our eyes (which often fool us) cannot determine lighting color balance accurately, although color films can.

From this we can see that color photographers should consider the possible reflective effect of brightly colored clothing, walls, etc., in the same manner that they check the suitability of the lamps employed. Look critically and objectively at shadows in the snow, the shadows around your house; they may not be exactly what you've always thought. It is a difficult thing to swallow, but your color film is much more apt to be right about a good many of these things than you are!

Subject contrasts

While the question of subject contrast has been discussed from the standpoint of lighting technique, there is also the factor of inherent subject contrast to consider. Strong effects which tend to make striking black-and-white prints have little place in color photography. Unless special effects are sought, the photographer will do well to keep away from excessive contrasts of any type from any source.

If you plan to take portraits indoors, suggest that your subject wear brightly colored clothing, or lighter tints. A girl in a dress of some deep shade, or a man in a dark business suit will not allow your color film to display its best performance. As a note of caution, keep a weather eye out for distasteful color combinations, particularly when using more intense colors. We shall come to the subject of color harmony in a moment.

We must consider backgrounds also a part of the subject which are about to photograph. Therefore, what has been said of sharp contrasts within the subject itself also applies to backgrounds. Beware of great color differences between your subject proper and its background. If you take a charming shot of Junior seated in a corner of a mammoth easy chair, the chair should be relatively light for a colorful result. If the chair is a deep blue, the transparency will not project quite so well, and will become a problem when direct color printing is begun.

Of course, the lighting arrangement can be very helpful in keeping contrast to a minimum. More intense light on darker areas will help in many cases, but if you discover that you cannot light your chosen subject to your satisfaction, it may be that it is one which does not lend itself easily to color photography. In this case you may wish to select another more suitable subject. If not, it is advisable to keep accurate lighting and exposure data *in writing;* the next time a similar situation is encountered you

35 MM DOVER FILM

REDUCED PRICE

35MM
PANCHROMATIC
36 EXPOSURES

Each Exposure
Prenumbered From 1 to 36

For ARGUS
CONTAX
LEICA
and other
35 MM Cameras

DAYLIGHT
Weston 80
GE 120
TUNGSTEN
Weston 64
GE 100
DAYLIGHT LOADING CARTRIDGE

REDUCED from 87¢
New Retail Price per Cartridge

50¢

Dealers write for new larger discount

DOVER ROLL FILM
PANCHROMATIC
HIGH SPEED

PRICES

Size — 127	Retail	Price	27c
" — 828	"	"	30
" — 620	"	"	33
" — 120	"	"	33
" — 616	"	"	38
" — 116	"	"	38

These Panchromatic Films regularly sell for 5c a Roll more than the above listed prices. Speed Daylight Weston 80.

★

Dover Roll Film is wrapped in tin foil and packed with a direction sheet for developing and exposure directions in a colorful box. Dover Film is guaranteed against defects of manufacture. Buy it from your dealer.

DOVER FILM CORP., 151 HALLET ST., BOSTON 24, MASS.

The RAY SCHOOLS

PROFESSIONAL PHOTOGRAPHY COURSES to meet the new trends in Business. All phases of advertising, promotional, and portrait work. Classroom work in Lighting. Operation of Cameras, Developing, Retouching, Enlarging, and Finishing. Tinting, Copying, and Airbrush included. Training under G. I. bill available. Personal training, individual advancement, finest equipment. Day and Evening classes. Write

116 SOUTH MICHIGAN BLVD., DEPT. 78, CHICAGO, ILL.

35 m m ULTRA FINE GRAIN DEVELOPED $1.25

Coin or Money Order
Return Postage Paid by Us

Any roll up to 36 exposures (incl. Mercury), and good frames enlarged to 3½ x 5 on single weight velvet paper (glossy if preferred). Negatives chrome treated to minimize scratches.

Ask for Free Mailing Bags

8 Exposures Roll Film, and Prints.....45c

WALTER LABS. QUALITY PRINTS SINCE 1935
3351 FULTON ST., BROOKLYN 8, N. Y.

the BEACON that never fails

EVER-FAITHFUL . . .

as a flashing lighthouse, the BEACON CAMERA is forever ready to bring you sparkling, sharp snapshots.

Molded by General Electric of sturdy plastic, BEACON's compact, handsome, erecting case is exclusive in the low-priced miniature field.

CASE $2.50

$9.95 INCL. TAX

Companion to the BEACON CAMERA is the simulated, brown leather Eveready Case.

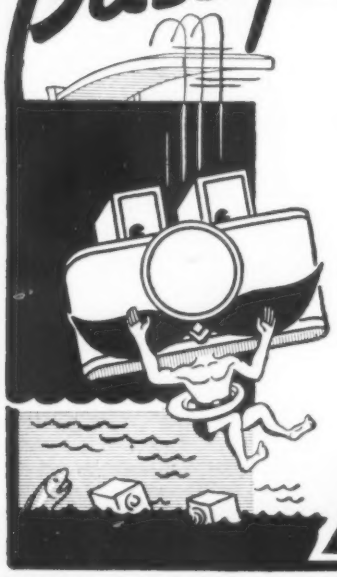
- Exclusive safety shutter lock prevents accidental release.
- Shutter speeds—1/50th second or time.
- Uses standard No. 127 film.
- 46 mm. Whitar color-corrected lens, ground, polished, fluoride-coated.
- Black pebble finish—built in tripod socket.

AT BETTER CAMERA STORES EVERYWHERE

Whitehouse Products, Inc.
360 Furman St., Bklyn., N. Y.

Distributed through:
RAYGRAM CORP., New York City
HORNSTEIN PHOTO SALES, Chicago, Dallas
CRAIG MOVIE SUPPLY CO., Los Angeles, San Francisco, Seattle

Bass plunges to trade



Just mention "trade" and Bass will plunge
And at your camera he'll lunge
He's just the guy to see, if you
Would trade your old stuff in for new.

So come along, get "in the swim"
And trade or sell your stuff to him
Send it along, and without fail
Back comes his offer in the mail.

Charles Bass
President

Bass Camera Co.
179 W. MADISON ST.
CHICAGO 2. ILL.

LEARN NEGATIVE RETOUCHING

Fascinating Hobby
Earn Big Money . . .

New, simplified, fully illustrated Duval Course gives you complete training in every phase of professional negative retouching. All materials furnished. Individual criticism and help. This correspondence course is used by many State Boards of Education. Write for free, illustrated booklet.

DUVAL SCHOOL 8519 SUNSET BOULEVARD, Dept. P8 HOLLYWOOD 46, CALIFORNIA

PHOTOS WANTED!
Scenic, Landscapes or Architectural

Amateur or Professional—Old or New shots. Must be clear, sharp, glossy prints suitable for large Photo Murals.

$1 Paid for each Photo Kept
$5 Paid each time Photo is used

BRADY DRAKE PHOTO COPY COMPANY
623-C Chestnut St. St. Louis, Mo.

35MM SUPER SERVICE for $1

36 EXP. DEVELOPED, ENLARGED

America's finest candid developing. All rolls ultra fine-grain developed, each negative vaporated (protective coated) and enlarged to 3 x 4 on deckled-edge Velox paper. Superior, precision work. Real 24-hour service. Write for FREE sample print, handy mailing containers, etc. Or decide now to send your next roll for a trial.

AMERICAN STUDIOS
BOX 367, LA CROSSE, WIS.

36 exp., 35mm	$1.00
18 exp., 35mm	.60
16 exp., #127	.50
8 exp., #828, etc.	.25

will know better what to expect from the final color photograph by consulting your written exposure data.

Color harmony

Color transparencies can be further improved if the question of color harmony is checked before you press the shutter release. Generally, the combinations present in nature strike us as pleasing harmonies, probably through long acceptance of them.

A simple color wheel will be an invaluable aid to those who are not sure what colors go best with other colors. Such a wheel may be found in the books (on art or interior decorating) in your local library. You can copy the information you want for future reference or buy a color wheel at an art shop.

Analysis of a color chart will reveal that complementary colors are exactly opposite each other. In other words, a line drawn from one color through the center of the wheel will extend straight through to its complement. Strong or vivid complements usually give clashing combinations, which are reserved for poster work, etc. However, if one or both of the complements are subdued the resulting color scheme will be more agreeable.

Analogous colors, as the name suggests, are adjacent to each other on the color wheel. Two or three of such related colors will produce a restful color scheme. Example, yellow, yellow-green and aquamarine.

Unless you are using two or more strong, saturated colors immediately next to each other, the harmonies you encounter will usually be appropriate. While you naturally do not want schemes that will keep you awake at night, the question is not one of paramount importance, nor one which will not adjust itself readily upon awareness.

Conclusion

Here is an exposure check list for color:

1. Is the film advanced?
2. Has your exposure meter been set to the proper film speed rating for color?
3. Does the situation call for the use of a conversion filter, or other type of filter?
4. Are you using a recommended light source?
5. Is the brightness range held around 1:4 or less?
6. Did you make a last check of focus, shutter, and aperture?

Don't let the seeming complications worry you. Of course, color photography is a bit more complex than black-and-white photography, but when the scenes you've always wanted to keep in color are admired by your friends you'll know it's worth it . . . and not so difficult to do, at that! While a background of black-and-white photographic experience is helpful, there will be some new things to learn. So whether you're starting from scratch or progressing further into the hobby, it won't be long before you are producing transparencies that you're proud to show!—

Pictures at 500 M.P.H.

(Continued from page 56)

of the pursuit plane popularly known as the "Shooting Star." Even the photographs taken when the plane is "right down on the deck" at 500 feet, and at terrific speed, are as crystal clear as though they were taken from a stationary tower. Photographs made at 40,000 feet are so sharp that railroad ties can be counted, although the camera is seven miles above them!

Three primary uses of the FP-80's are high-altitude photo reconnaissance, low-altitude photo reconnaissance, and photo mapping. Cameras replace guns in the noses of the planes, and various camera arrangements can be made.

For high-altitude photo work, three standard K-17 (Fairchild) aerial cameras, each with a 6-inch lens and 9-inch square negatives, are arranged in tri-metrogon pattern for covering great areas before and after attacks. Each camera can photograph approximately 100 square miles when the plane is at 35,000 to 40,000 feet. To make possible closer identification and eagle-eye scrutiny from these extreme altitudes, another arrangement is provided. This employs one K-18 camera with 24-inch lens and 9x18-inch negative, one K-17 with a 12-inch lens and a 9-inch square negative, and one K-22 with a huge 40-inch lens and a 9-inch square negative.

Only two cameras are used for low-altitude reconnaissance at around 500 feet altitude. These are both K-17's with 9-inch square negatives. One, with a 6-inch lens, is in the plane's nose, and the other, with a 12-inch lens, complements it with left oblique pictures. Additionally, some work has been done with the shutterless Sonne strip camera for low altitude, high speed reconnaissance.

During the war this low-level work became known to the airmen as "dicing." It was "just a shake of the dice" that a pilot going out on such a mission would return safely home to his base because of the danger involved.

For photo mapping at 20,000 feet upward, three K-17's are used. One has a 6-inch lens and the others, 12-inch ones. They are arranged in tri-metrogon pattern and are controlled by an intervalometer. The 6-inch camera covers an area of 100 square miles, while the two 12-inch units each photograph 25 square miles.

One reason for the phenomenal success of jet-propelled photo planes is that they are almost free of vibration. Reciprocating engines and propellers of conventional aircraft often cause blurred images in photos due to camera movement. The smoothness of a jet engine and the absence of a propeller produces such even flight that cameras are mounted solidly in the FP-80's, without structural allowances for vibration existing in other aircraft, according to C. L. "Kelly" Johnson, Lockheed's chief research engineer.

While camera instruments are easily connected for automatic control by the pilot, electrical signals indicate both nor-

COLOR PHOTOGRAPHS
WITHOUT COLOR COSTS

- Less than one cent per print.
- No special skill needed.
- No artistic ability required.
- No colors to mix.
- No brushes necessary.
- Changes easily made.

IT IS truly simple to give color magic to dull black-and-white prints. Even if you have never colored a photograph before, you will find that Marshall's Photo-Oil Colors are so easy to use that you will create glowing life-like effects the first time.

Marshall colors are transparent; the highlights and shadows of the original print shine through, giving the appearance of actual shading.

Marshall colors, named for the things to which they refer (Lip, Cheek, Flesh), are applied with tufts of cotton. For small areas a bit of cotton twirled on a toothpick does the trick.

Each Marshall set contains a FREE instruction booklet giving complete information on the application of the colors and the exact colors to use for various purposes such as blonde or red hair, grass, tree trunks, brick walls, etc. . . . in fact EVERYTHING to give you the "know-how" for perfect results.

YOU CANNOT RUIN A FAVORITE PRINT WITH MARSHALL'S PHOTO-OIL COLORS. You can always remove the color and begin again. For amateur or professional, Marshall oils assure brilliant natural hues at a cost LESS THAN ONE CENT PER PRINT.

Sets are priced from $1.25 to $5.85

Marshall's Photo-Oil Colors

Dept. D, 167 North 9th Street, Brooklyn 11, N. Y.

It's New! the answer to your Depth of Field Troubles!

It's "VIMAX" the DEPTH OF FIELD GUIDE!

★ FOR ALL CAMERAS—35mm (50mm) to 116 size (127mm)

Now! No fear of losing that prize-winning picture — no fear of losing that background because of improper camera-setting.

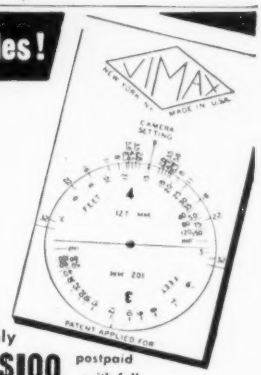
A glance at the "VIMAX" GUIDE instantaneously tells you what actually will appear on your negative. Really compact — carry the "VIMAX" GUIDE in your pocket, takes up less room than a postcard.

★ SIMPLE, EASY TO USE JUST ONE QUICK SETTING OF DIAL

★ TELLS WHICH "F" STOP TO USE

★ STURDILY CONSTRUCTED OF VINYLITE WILL LAST FOR YEARS

NOW AT YOUR DEALER OR ORDER DIRECT



Only $1.00 EA. postpaid with full instructions

(No C.O.D.'s please)

The VIMAX COMPANY BOX 137, STATION H NEW YORK 25, N. Y.

Quality at a lower price!

INSIST ON

CHROMART

WHEN ORDERING

COLOR PRINTS

FROM YOUR TRANSPARENCIES!

Any size print from any size Ansco or Eastman Transparency

COMPARE THESE LOWER PRICES!

2¼x3¼ Print	$0.45
3¼x4¼ Print	0.75
4x5 Print	0.90
5x7 Print	1.80
8x10 Print	2.85

APPROX. SIZES

All prints without BORDERS!

Larger Size Prints—Prices on Request

FILM PROCESSING

120—620—B2—PB20 ANSCO COLOR..$1.00
35 mm ANSCO COLOR $1.00—Mtd..... 1.25
36 exposure ANSCO COLOR $1.50—Mtd. 2.00

Minimum order $1.00. Dealer inquiries invited.

ALL PRINTS (5x7 or Smaller) and FILM RETURNED BY AIRMAIL (Postpaid)

PROCESSING TIME—24 HRS.

CHROMART LABORATORIES

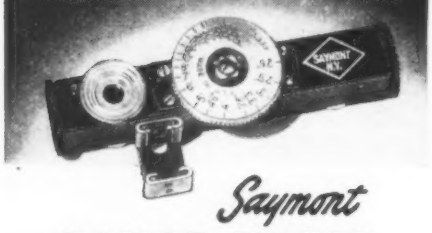
CHROMART

BOX 8 BINGHAMTON, N. Y.

"IN THE HEART OF THE PRINTON INDUSTRY"

GET SHARP, ACCURATE PICTURES!

FOCUS WITH THE



Saymont

RANGE FINDER

A precision instrument. Gives a clean-cut superimposed image. Quick setting, quick reading from 2 ft. 6 in. to infinity. Foolproof, shock-proof construction. Can be used as a hand meter, or will attach to all cameras.

AT ALL PHOTO SUPPLY STORES

With Leather Case 9.75 tax inc.

SAYMONT OPTICAL INSTRUMENT CO., (Mfrs.)
44 WEST 18th STREET • NEW YORK 11, N. Y.

mal and emergency camera conditions. Coordination between frequency of picture taking and the plane's altitude is maintained by an intervalometer for the many cameras, each of which holds 390 feet of film. Working close to the ground, it is necessary to take photographs in rapid frequency, or one every two seconds. Prints then can be overlapped usually 60% to give an accurate visual description of the plane's course over the ground objectives. As the plane gains altitude, fewer negatives are necessary. The intervalometer controls this frequency.

To eliminate haze and poor visibility due to some weather conditions, the aerial cameras are equipped with standard Aero No. 2 yellow filters. Standard Super-XX film rolls are used, although some infrared film also has been used in experiments.—*Gaither Littrell.*

Pictures at Night

(*Continued from page* 51)

move around a bit and try for different angles. Often one scene will give you two or more entirely different pictures. For the same reason don't be satisfied

For this shot, the camera was atop a building a block away, focused at infinity. Firework shots like this are simple.

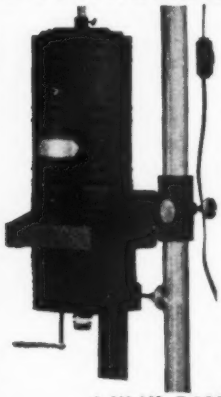
with the first print from each negative. Try a little cropping. Frequently a small section of the negative will make a more interesting picture than the whole. Don't worry if it's a small section, for since your resulting pictures are going to deal mostly in high contrast, predominantly in black and white, grain will give you very little trouble. A good stunt here is to place a piece of 16x20 white cardboard, such as a mounting board, on the paper easel and project the image of the whole negative to those dimensions. Take another piece of paper, dark in color, with an 8x10 section cut out. Move this around over the white paper receiving the projected image and you will quickly discover many portions of the scene that will

New INTERNATIONAL PHOTO ENLARGER

ILEX 3½-INCH ANASTIGMAT LENS
WITH IRIS DIAPHRAGM
CONDENSER LENS
DIFFUSION SYSTEM

ONLY $29.50

8 OUTSTANDING FEATURES:



1—ENLARGES—Negatives all sizes to 2¼x3¼ inches.
2—COPIES—Photos, pictures, etc., ground glass camera.
3—REDUCES—Makes picture rings, brooches, stamps, etc.
4—PROJECTS—Kodachromes, lantern slides, etc.
5—PRINTS—Contact printer, photostats, direct positives.
6—SWIVEL HEAD—For making murals and extra size enlargements.
7—FOCUSING TARGET—Built-in for instantaneous, perfect focusing.
8—NEGATIVE CARRIERS—Assorted sizes. Glassless.

4-WAY EASEL FREE

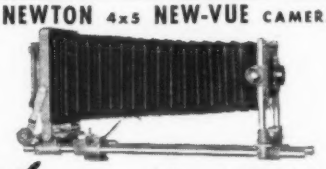
Does Table-Top TRICK PHOTOGRAPHY, PHOTOMICROGRAPHY — COLOR WORK.

Send for Free Interesting Booklet

10-DAY FREE TRIAL

INTERNATIONAL PHOTO CO.
233 West 42nd St. New York 18, N. Y.

The NEWTON 4x5 NEW-VUE CAMERA



~~$79.50~~ IMMEDIATE DELIVERY

Now 59.50 less lens and accessories.

- Bellows extension to 20".
- Front rise or shift 2½".
- Front and back tilt-swing 40°.
- Back rotates 360° with full field coverage.
- Takes standard Graphic type holders and lens board.

If your photographic dealer is not supplied, write to

NEWTON PHOTO PRODUCTS
4720 E. Washington Blvd., Los Angeles 22, Calif.

35 MM FILM FINE GRAIN

developed and enlarged

Any 36 Exposure Roll, including fine grain developed, chemically hardened and brilliantly enlarged to 3¼ x 4½ on Single Weight Glossy Paper.

$1.25

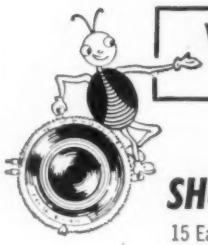
18 Exposure Roll, 85c

Guaranteed Fresh 36 Exp. Reloads 50c

MONEY BACK IF NOT SATISFIED. Send for Free samples, mailing bag and price list.

STANDARD FINE GRAIN SERVICES

DEPT. P, BOX 392, GRAND CENTRAL P.O. N.Y.C., N.Y.



WE BUY - SELL OR SWAP!

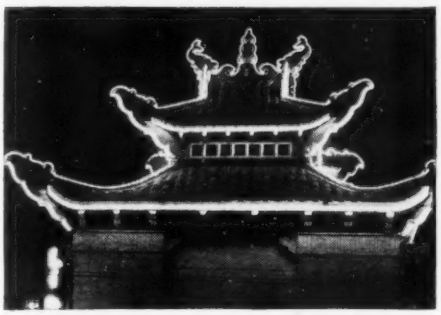
Write for Lists

SHUTTERBUG Shop

15 East 39 St., New York 16, N.Y.

produce good prints properly composed.

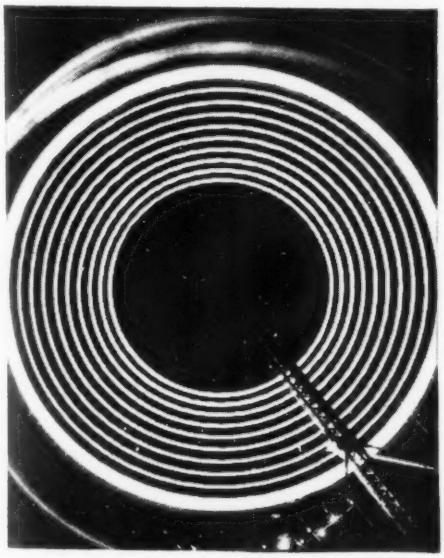
There are a lot of hints and suggestions that can be set down on this subject, but it is mostly a matter of common sense and good judgment. When you start out



This is New Chinatown in Los Angeles. Taking it, the author shot across a busy street, covering his lens as cars passed.

for your night shots be sure to watch for moving lights, particularly those that move in a definite pattern. They are always good picture possibilities. Include, whenever possible, the reflections as well.

Study the illustrations here. Analyze the point of view, the subject matter, and



A striking composition, this print illustrates what can be done with only portions of an original night-made negative.

the exposure data. This should give you enough general information to shoot some successful night pictures on your first try. Remember—any camera, any film (most of my shots are made on Isopan), tripod, and sun-shade. Let's go out for some of the most enjoyable shooting we have ever done, and we'll keep that camera up tonight.—

P. A. OF A. CONVENTION

The Photographers' Association of America will hold its 56th annual convention from August 25 to 29, inclusive, at the Hotel Stevens, Chicago, Ill. Highlights of the meeting are exhibits, portrait and commercial programs, clinics, and entertainment. Immediate registration is urged. For information on the convention write the executive manager of the P. A. of A., 520 Caxton Bldg., Cleveland 15, Ohio.

YOU GET THE MOST OUT OF FLASH BULBS with the new HEILAND *Lumenar*

New scientific design gives uniform high intensity light.

Adjusts quickly and easily for any size standard base bulb.

Built for years of hard usage. Light weight, compact, and easy to pack in carrying case. **Great reflector strength** achieved by elimination of conventional front cut-away for bulb.

To get the maximum light on your picture area—buy the new HEILAND **LUMENAR** reflector.

Heiland DENVER

Factory Representatives at

NEW YORK • CHICAGO • WASHINGTON, D. C. • KANSAS CITY
HOLLYWOOD • SAN FRANCISCO

We Won't Do $1 Developing

Fine developing and printing can't be done at Bargain prices. Perhaps your best negative is on your present roll . . . but unless it is expertly developed and printed you'll never know. Edwards individually develops, hardens and vaporates every film. Each print is separately made by hand, with full consideration of negative characteristics. Edwards' service is unequaled and reasonably priced. Write today for FREE price list.

EDWARDS FINE GRAIN LABORATORY
30 E. Adams St., Dept. P., Chicago, Ill.

New! Novel!! Studio Tested!!!
Professional Sepia Tone No. 1

TINT! TONE! Sample Order $1.00. Immediate Shipment. Refunded if not satisfied.
One Solution.
Dip once and it's done!
Write for Literature

Teitel Laboratories P. O. BOX 123 CORONA, N. Y.

GILMAT FOOTSWITCH

- Heavy Duty—Efficient
- Enlarging — Printing — Lighting
- Micro Switch Operation
- Rubber Pad Prevents Slips

$3.95 Postpaid in U.S.A.

Shipped all parts finished, ready to assemble, including switch wire, plugs, complete. Only screw driver needed.

MONEY BACK GUAR.

CONTACT PRINTER

- New Idea in Mask Assembly
- Centers Neg. Above Light
- Double Masks—Adjustable
- Masks Hinge for Retouching
- Air Foam "Rubber Platon"
- Takes neg. up to 4"x5"

$5.00 Postpaid

Shipped all parts finished, ready to assemble. Only screw driver needed, including Box parts, sockets, switch, wire, plug. Complete

FILM SQUEEGEE

Wipes both sides film dry same time. Postpaid, $1.00.

GILMAT PHOTO SPECIALTY
7221 P-8, Hocker Avenue
MERRIAM, KANSAS

ORDER *Any* CAMERA or PHOTO ACCESSORY WITH THIS COUPON!

Order your photo needs this easy way. Buy with complete confidence from one of the oldest photo supply firms in the U. S. We can supply *every* new item advertised in this issue by manufacturers and distributors . . . and for 41 years amateurs and professionals have turned to us for service and value. Use this convenient couponTODAY!

TO: THE CAMERA HOUSE, *MAIL ORDER DEPT.*
728 LEXINGTON AVENUE, NEW YORK 22, N. Y.

All orders must be accompanied by 10% deposit. Balance on Delivery.

Please send me the following for which I enclose $_____
(PRINT ITEMS WANTED) _____

DETROIT PUBLIC LIBRARY

Name_____
Address_____
City_____ (zone)_____ State_____
☐ Send information on (Item)_____
Copyright 1947

NOW! WASHING TIME ONLY 5 MINUTES WITH HYP·A·MIN NO RUNNING WATER

Why soak in water for an hour or more when a short dunk in HYP-A-MIN solution can *whisk away hypo in minutes?*

HYP-A-MIN IS SPEEDY!
While ordinary washing takes a full hour, washing time with HYP-A-MIN takes only 5 minutes.

HYP-A-MIN IS SAFE!
Contains no toxic acids; will not stain, injure the skin or your prints. No sludge, residue, unpleasant after effects.

$1 FOR 48 TABLETS

HYP-A-MIN IS CONVENIENT!
Individually sealed in colored cellophane to prevent light deterioration. All you do is tear one tablet off its cellophane sheet, dissolve it in 16 oz. of water, and presto! . . . enough solution to treat six 8 x 10 prints or the equivalent. A complete package makes sufficient solution for treating 700 5 x 7 prints.

HYP-A-MIN IS INEXPENSIVE!
48 tablets cost you only $1.00. Remember it takes only one tablet to make a 16 oz. solution.

ORDER NOW ROBELY LABORATORIES, INC. 475 Fifth Ave., New York 17, N. Y.

COLOR WITH YOUR CAMERA

Take color pictures with your present camera. Essenkay adapter kit consists of mask and film spool extensions for using Bantam (828) color film. Easy to install and remove. Enjoy the extra fun of color.

To Fit These Cameras
Argoflex - Rolleiflex - Rolleicord - Super Ikonta B and BX-Ikoflex - Korelle Reflex - Ciroflex - Wirgin Reflex - Super Sport Dolly - Speedex - Kodak Duo 620 Exacta and other 120 and 620 size cameras.

NOW ONLY $4.75 SEE YOUR DEALER

BURKE & JAMES, Inc. 321 So. Wabash Ave., Chicago 4, Ill. SINCE 1897

35MM FILMS NOT DOLLAR DEVELOPING

Your negatives deserve quality developing. We give individual attention to each negative. No mass production! 35mm films developed—fine grain vaporated to prevent scratches—enlarge to 3¼x4½. Beautiful, quality prints guaranteed. Single wt. glossy paper. 36 exp. $1.25. Double wt. Portrait paper. $1.75. 18 exp. roll. 70c. 1-day service. Reloading: 36 exp., 60c; 18 exp., 40c. FREE mailing bags. Eight Exposure Films for Snapshots Now Available. MINICAM PHOTO LABS., Dept. 4-A, La Crosse, Wis.

8—4x6 Beautiful Enlargements from 8 Exp. Roll 35c or 8 Sparkling Prints 25c.

ROLL FINISHED (2 ROLLS 45c) 25c

8 prints 25c; 16, 40c; 10 reprints 30c; 40, $1. 35mm up to 127 size enlarged to 3x4 3½c a print. NEW ROLLS, 1/3rd off. 127 to 116 size. Not surplus. Ours guaranteed genuine so buy a lot.

DISTINCTIVE ENLARGEMENTS
4x6 18c; 5x7 22c; 8x10 40c. Glossy or Portrait Opal. Coloring, 75c each. Superbly done by experts.
NEW CAMERAS—Latest models at a big saving.

CAMERA NEWS PHOTOGRAPHER ALBANY 11, WISCONSIN

New BOOKS

THE PHOTOGRAPHS OF HENRI CARTIER-BRESSON, by Lincoln Kirstein and Beaumont Newhall. Published by The Museum of Modern Art, 11 West 53rd Street, New York 19, N. Y. Board bound, 7¾x10¼, 56 pages, illustrated, $2.

Henri Cartier-Bresson's work is a documentation, not only of various persons and events, not merely of the war, but of the significance of our whole epoch. His photography, never posed, springs from creative impulse, and leaves much to the imagination of the spectator—a "specimen-slice or symbolic fragment," as Kirstein says. His extraordinary portraits of such men as Matisse, Bonnard, Rouault, Sartre are the product of an unselfconscious curiosity, a sympathy with the subject, great psychological perception, and skillful technique. For this book, the third in a series on contemporary photographers, Lincoln Kirstein has written a discerning essay, and Beaumont Newhall has contributed an illuminating analysis of Cartier-Bresson's photographic technique.

ELEMENTARY PHOTOGRAPHIC SENSITOMETRY, by C. B. Neblette. Published by the Rochester Institute of Technology, Rochester, New York. Paper bound, 9x11, 114 pages, illustrated, $2.90 plus 15c mailing charge.

This manual is not intended as a text on photographic sensitometry, but is simply a work manual for a course in the fundamentals of sensitometry which is required of all students in the department of photographic technology at Rochester Institute. In this course the basic principles are introduced largely by the problem method. The solving of problems and the formulation of conclusions therefrom enables the student to discover for himself the important facts.

NATURE AND MY CINÉ CAMERA, by Oliver G. Pike. Published by The Focal Press, London; distributed in the United States by Pitman Publishing Corporation, 2 West 45th Street, New York, N. Y. Cloth bound, 5x7½, 240 pages, illustrated, $4.50.

The subtitle of this book is "The Story and Lessons of Making Eighty Nature Films." Oliver G. Pike, famous pioneer of English nature photography and nature films, tells of making nature films, of finding the initial idea and the subject for it, of the choice and handling of equipment, of the drafting and revising of scenarios, of the work in the field, and of assembling and editing the film.

FREEDOM OF THE MOVIES, by Ruth A. Inglis. Published by The University of Chicago Press, Chicago, Illinois. Cloth bound, 5½x8, 241 pages, $3.

When Cary Grant kisses Ingrid Bergman for the camera, he must adhere to a rigid formula. A fleeing bandit shoots only at the tires of the police car in an exciting scene from a gangster movie. On the screen, history must conform, not to truth, but to the edicts of the Hays-Johnson Office. Countless other idiosyncrasies

of the screen could be cited—all having one source, the Motion Picture Production Code. This book analyzes the development of the system by means of which the motion picture industry avoids outside censorship. It discusses the nature of the pressures to which the movies are subjected through their own highly concentrated business organization and through outside groups, and shows how these pressures have been met in the self-regulation represented by the Code. A special report from the Commission on Freedom of the Press, "Freedom of the Movies" examines the provisions of the Code in the light of the artistic and social responsibilities of the screen and makes concrete recommendations through which motion pictures may play a more important and useful role in national and international life.

LEICA MANUAL, by Willard D. Morgan and Henry M. Lester. Published by Morgan & Lester, Publishers, New York, New York. Board bound, 5¾x8¼, 551 pages, illustrated, $4.

This 11th Revised Edition of the "Leica Manual" has been brought up to date as much as possible, and new illustrations are included. Among the new material of particular interest are descriptions of the new Leica VIII Synchronized Flash Unit, Ansco Color Photography, and making of prints on Ansco Printon.

YANK—THE GI STORY OF THE WAR, by the staff of *Yank*, The Army Weekly. Published by Duell, Sloan and Pearce, Inc., New York, New York. Cloth bound, 8¼x10¼, 319 pages, illustrated, $5.

This book is the extraordinary record of what 14,000,000 Americans did to achieve the victory. Hardboiled, truthful and humorous, it is the uncensored story of how American GIs fought, thought, felt, lived, and talked during the historic years 1941-45. Here, for the first time since wars began, soldiers themselves have put down in powerful, simple language (and captured in memorable pictures) the complete story of a war.

AMERICAN CINEMATOGRAPHER HAND BOOK AND REFERENCE GUIDE, by Jackson J. Rose. Published by American Cinematographer Hand Book and Reference Guide, 1165 North Berendo Street, Hollywood 27, Calif. Flexible maroon and gold cover, 4¼x6¾, 300 pages, illustrated, $5.

This Fifth Edition of one of the best hand-book of its kind ever published contains 300 pages of highly practical charts and tables on every subject essential to motion picture and miniature photography.

LITERARY MARKET PLACE 1947. Published by R. R. Bowker Company, 62 W. 45th Street, New York 19, N. Y. Paper bound, 5½x8, 207 pages, $3.

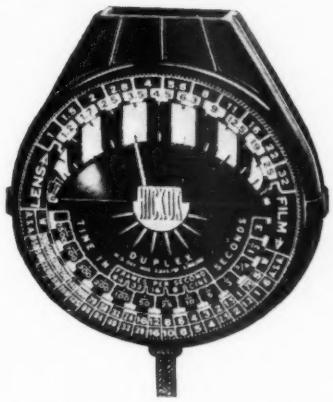
This is a directory of personnel of book publishing houses, organizations and publications connected with the marketing of literary material. There is a listing of photographers and also a listing of news, feature, and photograph syndicates.

* * *

Please do not send orders for books to POPULAR PHOTOGRAPHY. These books can be ordered through your local camera store or bookseller.

SIMPLIFY *with Single Dial*

SETTING IS AUTOMATICALLY INDICATED



with a HICKOK

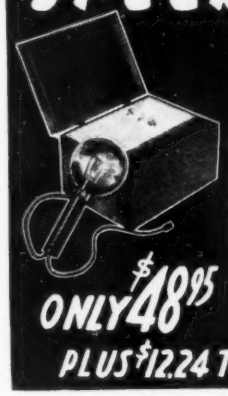
DIRECT READING DUPLEX EXPOSURE METER

Why not use an exposure meter that gives you an *accurate* reading *at a glance*. No multiple dials to adjust and read. No computing. DUPLEX—for both movies and stills. Indicates the F-stop directly. Have more time to set your camera, to frame your picture, to *enjoy* your photography. Use a Hickok—the really simple exposure meter. Correct light acceptance—you don't have to shade it. It's accurate, and you'll like its vest-pocket smallness too. *Fully* manufactured—by Hickok—specialist in finer instruments since 1910. See your dealer, or write for literature.

THE HICKOK ELECTRICAL INSTRUMENT COMPANY

10581 Dupont Avenue • Cleveland 8, Ohio

SPEEDFLASH at LOW COST



ONLY $48.95 PLUS $12.24 TAX

Build this HIGH-SPEED ELECTRONIC FLASHGUN in just a few hours, from simple, clear directions furnished.

Complete Kit—Nothing Else To Buy!

Yes, complete . . . with genuine Amglo tube good for over 10,000 flashes, reflector, condensers, rectifier, relay, vibrator, transformer, neon charge indicator, switches, 10 foot cable, connecting cord . . . everything, even to the cut-to-size wood for the box! Operates from 6 volt dry batteries—no plug-in necessary.

With this quality kit you can quickly assemble a portable unit with a speed of 1/20,000 second and ample light output. Easily synced to your camera, or shoot "open and close." Take new, fascinating speed shots . . . stop ultra-fast action . . . give your flash pictures new appeal with soft, penetrating, life-like characteristics.

Here's a strobelight that'll thrill camera fans!

Order today—immediate shipment guaranteed. Send check, bank draft or money order. $61.19 complete, including tax.

DON'T DELAY, AND MISS THIS EXCEPTIONAL OPPORTUNITY!

VERNAL SHEETS 254 Morgan Blvd. Valparaiso, Ind.

COLORPRINTS by RAINBOW

ARE COLOR PRINTS YOU'LL KEEP

COLOR PRINTS from any size Ansco Color, Kodachrome or Ektachrome transparency. A free 5x7 if you place a $10.00 order before August 10, 1947.

8 x 10, $3.75

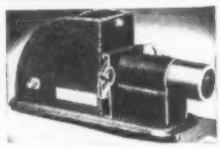
11x14	$10.00	16x20	$20.00
5x7	2.50	3½x5	1.00

- Ansco Film Processing
- Ektachrome Processing
- Agfacolor Processing
- Dye Transfer, special order

Still the fastest service offered anywhere

RAINBOW COLOR PRINTS P. O. Box 1745, Washington, D. C.

COMPARE OUR PRICES! BE CONVINCED!
GUARANTEED 35 MM FILM!
EASTMAN SUPER XX, PLUS X, ANSCO SUPREME
PANATOMIC X, DUPONT SUPERIOR TYPE 1, 2, 3.
25 FT. 95¢ 100 FT. $2.85
RELOADED CARTRIDGES
YOUR CHOICE 3 For $1.10
DELUXE BULK FILM WINDERS $5.95
KODAK & ANSCO
ROLL FILM AVAILABLE!
127—27c; 120—33c; 116—38c; 620—33c; 616—38c
Minimum Order—3 Rolls. No C.O.D. Orders Accepted. Include Postage.
35MM ANSCO COLOR FILM RESPOOLED FULLY GUARANTEED
18 exp.—6 for $5.00
36 exp.—6 for 7.50
35MM FINE GRAIN Developing and Enlarging To 3¼x4½ S. W. Glossy $1.50
Write for FREE PRICE LIST and MAILING BAGS
MODEL FILM COMPANY
723 SEVENTH AVE., NEW YORK 19, N.Y.

NEW INTRODUCTORY OFFER!

VOKAR SLIDE PROJECTOR
Now you can project your black & white, also color 35mm slides at low cost. Latest model. List. $24.50
CAMERA CORNER'S 35mm CAMERA
Takes perfect pictures in full detail. Will take any standard 35mm cartridge. List. $10.50
OUR SPECIAL PRICE on above combination.. → $27.50
FAMOUS HOLLYWOOD ART FILMS
Released for Students of ART who wish to study composition, figure, lighting, etc.
"CHARMING FEMININITY" 100 ft. 16mm...$6.00—50 ft. 8mm...$2.75
"EVERY SATURDAY NIGHT" 100 ft. 16mm...$6.00—50 ft. 8mm...$2.75
"DREAM AWAY THE DAY" 100 ft. 16mm...$6.00—50 ft. 8mm...$2.75
Send for list of other good shows
We also have a complete supply of colored art slides List 10 for $5.00
OUR SPECIAL PRICE, 10 for $4.00
SPECIAL DeJur Exposure Meter 5B LIST $17.50 SPECIAL $14.50
We carry a complete line of movie equipment
Send for Catalog
FULTON Camera CORNER CU-6-3553
391 BRIDGE STREET • BROOKLYN, N.Y.

CAMERA CLUBS

Brooklyn Club Helps Charity

Considerable planning and effort enabled the *Camera Club of Bay Ridge* (Brooklyn, N. Y.) to put across a nice deal recently for one of the local charities. Arranging to hang its 1947 salon in the auditorium of the Kings County Lighting Company, the club charged 35 cents admission, the proceeds going to the Bay Ridge Nursery. More than 100 prints hung in the show, and included also was a series of color slides which told a story. If you want details on how this project was set up, drop a line to R. H. Applebaum, in care of the club, at 9018 Fourth Ave., Brooklyn 9, N. Y.

Lawyers Form Movie Club

More than fifty charter members attended the first meeting of the *Chicago Bar Association Cinema Club* recently, when the Windy City barristers met to discuss movie-making instead of torts. Leading the new club in its activities is Isidore Vise, well-known Chicago attorney and long-time member of *Chicago Cinema Club*. One of the largest and most influential legal groups in the world, the Chicago Bar Association occupies three floors of a Loop building, and provides excellent facilities for the movie addicts in its ranks. Meetings are being held twice monthly, with dinner being served in the club lounge beforehand. Membership in the movie group is free to all Chicago Bar Association members in good standing, and the Association is supplying screen, projector, and other necessities. For further details regarding what is believed to be the first organized group of movie-making lawyers, drop a line to Mr. Vise at 7 South Dearborn St., Chicago 3.

Buckeye Association Asks for Prints of Ohio Scenes

Photographers who were born in Ohio, or who have on hand some interesting pictures made in that state are urged to get in touch with officials of the *Central Ohio Camera Club Council* at once. Under the *Council's* guidance, a collection of pictures is being gathered for the Ohioana Library at Columbus. If you qualify, you are asked to submit as many prints as you wish in one or both of two categories—Pictorial: black-and-white or color, any subject, by photographers born in Ohio; and Geographical: unmounted 8x10 prints, subject to be any part of the state of Ohio, by any photographer regardless of birthplace.

The geographical pictures are to be kept in a permanent file at the library, while a traveling show will be made up from the best prints submitted in the pictorial section. Before submitting any of your work, you'd best obtain more complete details from Miss Jo Scott, care of the Ohio State Journal, 62 East Broad St., Columbus 15, O.

Road Shows Being Booked

The renewed interest in salon exchanges is doing a great deal to advance print-making, and we call to your attention the following clubs who are interested in corresponding with reference to exchange bookings of their traveling print shows:

Pictorial Photographers of America has a 25-print show composed entirely of the work of Dr. William F. Small. For details, write to Reginald F. Wilson, 235 Villard Ave., Hastings-on-Hudson, N. Y.

Camera Guild of Cleveland still has a few open dates for one of its road shows, and if you're interested in this one write to J. O. Hay, 4618 Euclid Ave., Cleveland 3, O.

Before the end of this year, *Miami Photographic Society* will have a traveling salon ready for exchange. Address the print chairman, in care of the Society, at 5533 N. W. Sixth Ave., Miami, Fla.

Joining the Parade

As we present the latest group of clubs to join the great army of organized amateur photographers in making our hobby something to reckon with in American life, we ask you to drop them a line and give them a hand in suggesting program ideas. (Remember when your club had its first meeting?)

The Laredo Camera Club was organized March 21, 1947, and had more than fifty members when last heard from. Secretary-treasurer is Juan Noyola, whose address is 1415 Davis Ave., Laredo, Tex.

Twenty-seven enlisted men and officers serving in the U. S. Army Air Forces have formed the *Williams Field Camera Club*. President is Major C. H. Cole, Jr., who can be addressed at Box 114, Williams Field, Ariz.

Reorganized after a war-time layoff, the *Nashua Camera Club* is going along nicely with some forty members, and meets at the local Y.M.C.A. Secretary is Louis E. Jambard, Box 90, Nashua, N. H.

Among our Canadian cousins, the *New Westminster Camera Club* has been formed in British Columbia. Secretary of this one is Miss June MacDonald, who can be reached at 308 Eighth St., New Westminster, B. C., Can.

Thirty employees of the Kelley-Koett Manufacturing Co. have joined forces to organize the *Keleket Shutterbugs*. Program chairman is R. N. Knox, who lives at 1533 Scott St., Covington, Ky.

Popular Photography

We Hear . . .

THAT *Oklahoma Camera Club* members recently had a highly entertaining evening at the hands of one of their alumni, Joe Swofford, who is now police photographer for Oklahoma City. The number of camera club graduates who get into the professional end of the business is becoming noteworthy, and it seems to prove unequivocally that a good club is a great place to learn photography well, if you *want* to learn.

More than 300 people filled the clubrooms of *Chicago Cinema Club* during a recent screening of winning films in the 8mm class. Cash awards, hand-lettered scrolls, and colored leader strips are being awarded division winners.

Rarely have we read a finer eulogy than the piece penned by Editor George Kinkade in a recent issue of his *Washington Council of Camera Clubs'* "Bulletin." In commenting upon the passing of a renowned Seattle fan of Japanese ancestry, Dr. Kyo Koike, George paid sincere tribute to the man's personal qualities and stature as an artist in simple, sincere words. We lift one Kinkade passage which is worthy of note by anybody, anywhere: "Ideals, whether in photography or philosophy, transcend the boundaries of race or color. He who accepts the idea that all men are born equal has taken a far step toward the goal of civilization."

M. F. Ohnstein, editor of *Minneapolis Octo-Cine Guild's* "Octo Items," allows nothing whatsoever to interfere with his duties in making a deadline. According to him, a recent issue of his bulletin was written in the "fathers-to-be waiting room" of the hospital in which his third daughter came into this vale of tears and edge-fog. For an expectant papa, Ohnstein was pretty casual about the whole thing, too. Wrote he: "With three girls we will have a full house, and I will have four of a kind against me." He should be a newsreel cameraman with that much ice-water in his veins. (The Club Editor's third son arrived as Pa was gulping black coffee to get him through the ordeal!)

From now on, any of your prints which make the grade with *Topeka Camera Guild* will come back to you bearing one of the cleverest and most tasteful stickers to be had. It's really worth several hours of your time in the darkroom just to get one. Really.

Well, let's call it a day. Home now, to give the eldest son (age 11 years) another treatment on How Not to Use a Box Camera. Last night the subject was Why You Can't Make Good Closeups of Brother at 18 Inches. Night before that it was Why You Can't Make Hand-Held Time Exposures. Tonight? He's probably punched a hole in the thing so he can use my tripod.—*Whit Hillyer.*

Harvey Johnson

Rely on NASH COLOR SERVICE ★ For

THE FINEST COLOR PRINTS AND TRANSPARENCIES

Color shots you'll treasure always

Nash Color Prints

You want the best possible results from your vacation color shots and we'll see to it that you get perfectly balanced prints that are *SHARP, CLEAR and BRILLIANT!* We use *MASKING* and *FILTER* correction in the producing of all color prints. That is why the nation's top photographers rely on NASH for quality.

- Your finished prints are shipped to you postpaid just 72 *hours* after your order is received.
- Prints are cropped to your instructions at no extra cost.
- Prints are attractively mounted {with the exception of sizes 2¼x3¼ and 3¼x4½}.
- Prints are made from *ANY SIZE Ansco, Kodachrome or Ektachrome* transparency.

2¼x3¼.....50c 3½x5.....$1.00
3¼x4½.....85c 5 x7.....$2.50
8x10.....$4.00

Color Film Processing

24 HOUR SERVICE

Your Ansco Color Films are processed by *SENSITOMETRIC CONTROL.* This scientific method assures you of perfectly processed transparencies. SIZES: 35MM {in slide mounts}, 120 or B2, 620 or PB 20.

$1.00 per roll postpaid

Mail Your Order Today for Perfectly Processed Prints and Transparencies

NASH *Color* LABORATORIES
RIALTO THEATRE BUILDING
5810 BERGENLINE AVENUE • WEST NEW YORK, NEW JERSEY

Preserve and File Negatives in Transparent
GLASSINE NEGONTAINERS—$1 Buys:
400—2¾x3, 2¾x3¾, 2¾x4¼, 2x3, 2x3½, 2x4, 2x4½, 350—3x4½, 3x5, 1½x5 • 300—3¾x4½, 3¾x5, 300—1½ x 6, 1½ x 7, 2 x 6, 2 x 7, 2¾ x 6, 3 x 5½, 250—4¼x5½, 2x8, 200—4¾x5¾, 2x9, 2x10, 1½x9, 2¾x8, 100—1½x18, 8½x10¼, 2x18 • 150—5¾x7¾, 1½x12, 2x14.
LARGE HARDWOOD FILING CABINET—$2.00
Includes 100 Negontainers. 26 indexes! Choice, 30 sizes! Steel Photo Embosser (Your Name), 1, 2 or 3 Lines—$4.00. Photographers' Release Blanks, 35—25c; 250 for $1.00. Gum Labels: "Photos—Do Not Bend." 100-25c; 500—$1.00. Postpaid! C.O.D.'s Accepted. Money Back! Free Catalog.
ANDREW E. LUTZ, P. O. Box 5, Syracuse 1, N.Y.

KODACHROME SLIDES
OF HISTORICAL PHILADELPHIA
35mm. Kodachromes in Ready-mounts of Independence Hall, Liberty Bell, Betsy Ross House, etc. 50 cents each. Send for free list.
KLEIN & GOODMAN, INC.
18 S. 10th Street Philadelphia, Pa.

35MM FINE GRAIN DEVELOPED AND ENLARGED to Superb 3½x5½ Salon Prints! 1.75
On selected single-weight glossy or double-weight matt paper, each print individually enlarged, dodged and cropped, including Mercury Rolls.
18 Exposure Roll.....$1.00
Guaranteed Fresh 36 Exp. Reloads.....50c
12 Exp., 2¼x2¼, Fine Grain, Developed and Enlarged to 5x5.....$1.00
Send for free samples, mailing bag and complete price list of all our services. Money back if not satisfied!
MINLARGEMENTS
Dept. P. P. O. Box 193 Grand Central Annex, N. Y. C.

HIGH-FIDELITY
Color Prints
BY ELECTRONIC CONTROL
Faithful color reproduction from any size transparencies — 35mm., 120, 620, Bantam.

LARGE 3¼ x 4½ PRINTS **75¢**
Exclusive White Borders Set Off Composition for Album Mounting

Exhibition Enlargements
5 x 7...$2.00 8 x 10...$3.00
ALSO
Ansco Color Film Processing . . . . . $1.00 PER ROLL

The COMPLETE Service
COLOR BY
Kryptar
FORMERLY TECHNIFINISH
If your dealer does not offer this service — write, giving his name, to KRYPTAR, Rochester 3, N. Y.

LEARN photography
Here is an opportunity for those who earnestly desire to perfect their photographic technique.
A complete course of training in all aspects of black and white photography in a school with a planned curriculum.
Fall term begins Sept. 8th. Approved for G.I. Training.
Write for Bulletin PP-2.
CHICAGO SCHOOL of PHOTOGRAPHY
A Professional School
59 E. VAN BUREN STREET, CHICAGO 5, ILLINOIS
(A NON-PROFIT INSTITUTION)

Magazines

(*Continued from page* 16)

One of the Ringling Brothers midgets worked up a close friendship with the press and magazine photographers who've been trailing the circus. As soon as he was in solid, he brought them a bunch of his negatives, his camera, and his exposure meter. "Why do I always get 'em underexposed?" the midget asked.

The boys ran through his picture-taking routine with him, and found nothing wrong. They scratched their heads and took him outside to shoot a trial picture of LOOMIS DEAN. He did everything perfectly, until he took a reading of Dean's face with his exposure meter.

Aiming the meter up from his three-foot height, the little fellow was getting a reading that was one-tenth Dean's face and nine-tenths bright sky. He carries a box around with him now.

* * *

Paris pay and Paris prices are further apart than their American cousins, according to reports from CARL PERUTZ, who is busily free-lancing for French picture magazines.

A color cover on assignment brings 10,000 francs, Perutz says, or less than $85. And the difficulties are enormous. He writes that he and several other photographers are shooting Ansco color and Ektachrome, and processing it themselves, with good results. But available paper is heartbreakingly bad, and the water so poor that prints and film have to be run through a dilute hydrochloric acid solution to prevent calcium deposits in drying.

There are no model agencies in Paris, of all things. When Perutz manages to line up a model, the *couturier* is having a showing and can't lend clothes. When the clothes are available, the model isn't. When both are ready, it rains. "What should be a one-day job sometimes takes two weeks," he moans.

Color film costs 2,000 francs a roll, against one dollar, or 120 francs, U. S. price. Paris, like every other place on the globe, is producing a strobe unit. The first test models seem to be quite good, according to Perutz, fire about 1,500 flashes before recharging, weigh roughly 18 pounds, recharge on 110-125 volts, and cost—somewhere around 50,000 francs.

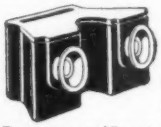
* * *

Another local boy now making good in Paris is TONY LINCK, with Time-Life International. He summarizes a busy European winter like this: "Was arrested in Poland by the U. B. (an affiliate of the NKVD) . . . nearly crashed in an ex-bomber in Germany . . . and nearly fell in love in Sweden, nearly . . ." Tony says the latter was the most fortunate escape of all.

* * *

Our third American in Paris is BERENICE ABBOTT, who hopes to get there in time for the opening in October of another of her one-man shows. More than 100 of her prints will be shown in a new *Galerie de Place Vendome*, sponsored by something called the *Group des Cannes*. Ironically, Miss Abbott continues to have more

For Stereo Pictures It's
STEREO-TACH
There's nothing in photography so *startlingly beautiful* and *life-like* as 3-Dimension pictures made with the *Stereo-tach*—the stereoscopic attachment that fits almost all cameras.

The Stereo-tach

Transparency Viewer
With the *Stereo-tach*—
- You make a stereoscopic pair simultaneously!
- There's no transposing!
- There's no special mounting!

Outfit #101—Stereo-tach and 35 MM Transparency Viewer #103 (for transparencies, with 35MM cameras) $22.50*
Outfit #100—Stereo-tach and Print Viewer #104 (for stereo prints 2¼" x 4¼", with both 35MM and other cameras) $16.25*
*Plus Tax
And now—for 3-dimension projection, the STEREO-FLECTOR—Just Out!
If your dealer cannot supply, write direct to
ADVERTISING DISPLAYS, INC.
Dept. P-8 Covington, Kentucky

LENS COATING
Proven HIGH VACUUM TECHNIQUE
Dependable Guaranteed Service
Write for Details
RAY CAMPBELL & CO.
1822 Hyperion Avenue
Los Angeles 27, California

EXHAUST BLOWERS $15.85

WORTH $50.00
NO MORE STUFFY-HOT DARKROOMS
Work in comfort! Increase efficiency!—with continuous fresh air. This combination ventilator supplies 100 Cu.Ft. air per minute. Use as exhaust or blower. Installs with ordinary household tools.
Cont. Duty, ball bearing motor operates quietly. Rugged Frame insures long life. 110 Volt, A.C., 50-60 cycles.
Send Check, Money Order. No C.O.D.'s. West of Mississippi add $1.00 for mailing, handling.
UNIVERSAL YONKERS CORP. (DEPT. PP-8)
41 Locust St. Yonkers 2, N. Y.

Buy U. S. Savings Bonds
the convenient way
thru the *Payroll Savings Plan*

exhibitions in Paris than in New York, her hometown and favorite milieu.

* * *

Several top prizes were taken by members of the American Society of Magazine Photographers in the $1,500 Florida Photo Contest this Spring.

First in the black and white division was JOSEPH JANNEY STEINMETZ, with a

Photographer Joseph Janney Steinmetz used lots of film and 1/000 second to catch this awkward looking pelican getting off the water—and with the picture won top honors in the Florida Photo Contest.

$500 prize for his unusual telephoto shot of a pelican rising from the water. Steinmetz also won second prize in the color division with a girl, beach and sea shell composition.

Second prize of $200 for black and white, went to ROY PINNEY, New York,

Roy **Pinney** of New York was awarded second prize of $200 in the black-and-white division of the Florida photo contest with this shot of a bathing beauty posed against a pattern of fishing nets.

for a bathing beauty posed against a pattern of fishing nets. Bill Ficklin, Ithaca, New York, received third prize of $100 for a shot of a sand-sailor being "hiked" on Daytona Beach. Pinney, in addition, took one of the third and one of the fourth prizes, and Steinmetz also won a fourth prize.

Final judging of the prints took place in New York, with the jury consisting of Richard F. Crandall, picture editor, New York Herald-Tribune; Tom Maloney, edi-

YES takes full 4 x 6-inch negatives
four adjustable masking bands
extra large working surface

Compco ALL METAL **CONTACT PRINTER**

Easy to Operate! Easy to Own!

- **Yes!** Takes all size negatives . . . 35 MM to 4 x 6-inch (10 cn x 15 cn) including postcard size 3¼ x 5½ (No. 122 film), also glass plates.
- **Yes!** Has yellow-green Glass Indicator window. Tells when white-light is on, (tells when to start counting).
- **Yes!** Has ruby (safe) light for positioning paper on negative (bulb included).
- **Yes!** Has hinged platen with sponge rubber facing. Paper and negative held firmly in position when pressure is applied.
- **Yes!** Has extra wide, tensioned pressure spring of phosphor bronze to provide even application of pressure.
- **Yes!** Self-adjusting hinge permits use of any thickness of negative or paper . . . even glass plates!
- **Yes!** Pressure evenly applied by hinged over-arm which also automatically operates light switch.
- **Yes!** Light-tight *all-metal* construction throughout—no stray light can leak in!
- **Yes!** All parts plated or finished in smooth Hammerloid Grey baked enamel. Nothing to rust! Easy to keep clean!

SEE THE NEW COMPCO PRINTER AT YOUR DEALERS NOW... or write us for name of Compco dealer nearest you.

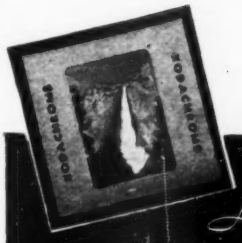
Compco Corporation
2247 W. St. Paul Ave., Chicago, Ill.
Manufacturers of Photographic Equipment Since 1932

READY NOW! HANDY COMPCO "DARK ROOM CHART" 8½" x 11" wall-hanging chart shows mixing formulae; tells printing speeds for different papers; gives complete data on enlarging, etc. Write for yours today, enclose 10c to cover handling, mailing.

35MM FILM ENLARGED TO 3⅞ x 5½

18 EXPOSURES $1.00
36 EXPOSURES $1.25
ALL FILMS ULTRA FINE GRAIN
Developed & Treated with Teitel's SCRATCH PROOF Solution
36 EXPOSURE RELOADS 50c
Write for Mailing Bag & Price List
BELL'S PHOTO LABORATORY
BOX 51, STATION E, BROOKLYN, N. Y.

SUPER-COTE
MEANS
Better Pictures With Your Present Lens
The SUPER-COTE Process has been engineered by coating experts to modernize your lens by the most advanced hard coating methods. Prompt efficient service including full insurance. See your photo dealer or write
OPTICAL FILM ENGINEERING COMPANY
2125-P Cherry St. Philadelphia 3, Pa.
Dealer Inquiries Invited



The Aristocrat of Kodachrome Slides
ALL SLIDES SHIPPED SAME DAY YOUR REMITTANCE RECEIVED
American Masterpieces
BELL, CALIFORNIA

COATED OPTICS BY BRAY

FOR 2¼ x 2¼ TRANSPARENCIES

This summer shoot lots of Ansco 120 or 620 Kodachrome. Mount your good shots in the new Star D Slide Binders and get the thrill of a lifetime projecting the scenes later with the marvelous "one twenty."

It's optically perfect · Simply wonderful

D one twenty

DAVIDSON MANUFACTURING COMPANY
5146 ALHAMBRA AVE., LOS ANGELES 32, CALIF., U.S.A.

based on the new alkali "MINOX" which promotes fine grain and stability

DEVEL

FIRST TIME QUALITY ... ALL THE TIME!

Develop 100 rolls per quart.... Get maximum speed and shadow detail.

★ **DEVEL-1** (Rapid) fine-grain results in 4 to 5 minutes.

★ **DEVEL-2** (Snappy) fine-grain results in 6 to 7 minutes.

Quart size Standard price: $1.25

See your dealer or write for:

MONEY BACK TRIAL OFFER $1.00

SEND CHECK OR MONEY ORDER

ALBURGER RESEARCH PRODUCTS CO.
1654 RODNEY DRIVE • HOLLYWOOD 27, CALIF.

tor, *U. S. Camera;* Ken Purdy, editor of *Parade;* Richard L. Sarno, director of photography for Hearst newspapers; Harold Blumenfeld, editor of Acme Newspictures; and Roy C. Beckman, director of the Florida State Advertising Commission.

Everyone seriously interested in photography has talked for years about how someone ought to launch a project for the sale of signed, original photographic prints. Rushing in where no "angel" has ever been trapped, the two-year old American Society of Magazine Photographers will offer a wide selection of prints, with the first ones ready this summer.

In its membership, the Society represents artists of the camera ranging from BERENICE ABBOTT to EDWARD WESTON; such innovators as KERTESZ, BLUMENFELD and BREITENBACH; top fashion photographers like DAHL-WOLF, RAWLINGS, ENGSTEAD, FRISSELL and VANCE; ad men like SARRA and KEPPLER; camera-journalists like BOURKE-WHITE, CAPA, and ELISOFON; diverse talents from FEININGER to FELLIG, MUNKACSI to KRAININ, HOYNINGEN-HUENE to YLLA. Prints by these and some 200 other members will be offered through "ASMP Gallery." They will be sold at exhibitions and by mail order, and will be priced at an average of about $25 per print.

Behind the project is the idea of putting photography on a par with other art media, and marketing it in the same way that silk-screen prints and lithographs are sold.

In Europe, it was once possible for a photographer to make a living through sale of his prints to collectors; he could make pictures he liked, and approached his work like an artist. ASMP hopes to build up a print market which will encourage its members to make pictures which stand on their own feet in the absence of text and captions, and which people will be glad to have on their walls and to live with. Information on the plan and the prints which are ready for sale can be obtained from the American Society of Magazine Photographers, 1476 Broadway, New York 18.

* * *

The spearhead of an important, if genial, fight between artists and photographers, PHILIPPE HALSMAN has established a minor milestone in magazine photography. When the *Saturday Review of Literature* unwittingly used a woodcut-type cover of Willkie, with the composition and lighting obviously borrowed from Halsman's famous photograph, the question of "copying" broke into the open. The ASMP pointed out that such copying can ruin the value of a photograph.

We are happy to report that the *Saturday Review* now carries credit lines like this: "Cover Drawing by Hal McIntosh After the Photograph by Halsman." Sounds almost like: ". . . After the Portrait by Rembrandt."

* * *

HY PESKIN recently won a credit line to end all credit lines with a picture that started in Havana on a hunch. Hy was

Sawyer's **VIEW-MASTER**
3 DIMENSION VIEWER

Makes Color Come to Life!

The View-Master is slightly larger than a pair of opera glasses. It is beautifully and scientifically constructed and is unconditionally guaranteed for one year. View-Master gives you color enjoyment at its best!

DeLuxe View-Master Stereoscope Viewer.....$2.00

VIEW-MASTER FULL COLOR REELS

Hundreds to choose from: Nat'l Parks, Switzerland, Canada, Hawaii, New York, South America, Alaska, Fairy Tales, etc.

7 scenes, per reel—35c ea.; 3 for $1.00

MAIL YOUR ORDER TODAY! Include remittance—we pay postage or will ship C.O.D. if you prefer.

MAXS JAMAICA CAMERA STORE
89-31 161st St., Dept. PA-8, JAMAICA 2, N.Y.

• PROFESSIONAL • PHOTOGRAPHY

- 30 WEEKS OF INTENSIVE PRACTICAL TRAINING
- AN ABUNDANCE OF ACTUAL ASSIGNMENTS
- EXPERT INSTRUCTION BY PROFESSIONALS
- APPROVED FOR VETERANS

• WRITE FOR INFORMATION •

ROUSHON
INSTITUTE OF PHOTOGRAPHY
272-274 Trumbull St. Hartford 3, Conn.

36 exp. 35 MM. RELOADED CARTRIDGES 40¢ each

Your choice of Eastman Super XX, Plus X, DuPont Superior #1, #2 or #3 film. Also available in bulk—$4.25 per 100-ft. roll, $2.25 per 50 ft. PLEASE NOTE: This is not War Surplus, outdated or imperfect film, but fresh, clean stock. Every roll guaranteed perfect. Buy with confidence—thousands of satisfied customers. IMPORTANT: Send your empty cartridges or include 10c deposit on each roll ordered. Shipped postpaid anywhere same day order is received. Minimum order—Two rolls.

EASTERN PHOTO LABS.
Dept. A
1405 North Charles St., Baltimore-1, Md.

CAMERA REPAIRS

All Types of Still and Motion Picture Cameras Expertly Repaired.
FAST—EFFICIENT—GUARANTEED SERVICE
Specialists on Leicas, Contaxes, Reflex, Korelles, Exactas, and Rolleiflexes
Estimate Sent Out Immediately Upon Receipt of Your Equipment.

CAMERA SERVICES, INC.
51 Barclay St., Dept. PP, New York 7, N.Y.

Fine grain developing and enlarging for those that care. No mass production machines used.

36 exposure 35mm films F.G. dev. & enl. to 3½x5, **$2.00.** All 20, 18 & 16 exp. films F.G. dev. & enl. to 3½x5, **$1.25.** All 12 exp., **$1.00.** All 8 exp., 75c.

ALL WORK GUARANTEED

Write for Price list and Mailing bag or send films to
ASTORIA PHOTO SERVICE
Long Island City 5, N. Y.
Est. since 1930

there for one day covering a ball game, saw Larry MacPhail with two odd Broadway characters behind him in the Dodger dugout, and shot himself a speculative shot. When the big baseball "fix" scandal broke, the two gents behind MacPhail became hot news. And Hy's shot became a *Collier's* exclusive, and was used in court.

The *Daily News* then used the picture with this credit: "Photo by Hy Peskin, courtesy of *Collier's*." That was enough of an innovation, but it wasn't the end. When Durocher was banned from the League, International News Pictures picked up the Peskin shot for its 76 papers, and then carried this line: "Photo by Hy Peskin, Courtesy of *Collier's* from INP."

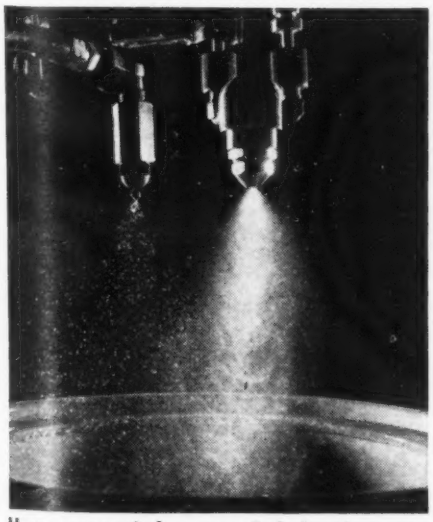
* * *

DAVE EISENDRATH, heretofore reported as an expert in ticket-avoiding, tried to keep up the good work in Pittsburgh. He was on assignment during the recent power strike and drove carefully through the blacked-out streets looking for a Yes parking zone. He pulled up behind a long row of cars and went into a drugstore to call the Automobile Association for parking instructions. When he came out he had a ticket.

* * *

We have, in the past, listed various pre-photography professions of our members. Nothing, however, has yet equalled the biography, just received, of one of our more well known gentlemen of the shutter. Before becoming a professional cameraman, he was a cowboy, lumberjack, forest ranger, teamster, prospector, longshoreman, soap manufacturer, sailor, editor, columnist, writer, government advisor, and whatnot.—

BACKLIGHTED ULTRA-SPEED SHOT



How research has speeded development of a new oil-burning gas-turbine engine is told in this picture of two types of fuel atomizers—nozzles used to spray oil into the combustion chamber of the turbine—made on a 4x5 Linhof camera with two high speed lights behind the spray and set to flash at 1/10,000 second. The photograph, made by Charles J. Nelson, contrasts the spray of a conventional nozzle (left) with that produced by a new type developed at the Westinghouse Research Laboratories.

Two Eyes

are better than one

You saw that beautiful scene with *both* eyes. But when you recorded it on color film, your camera used *one* lens or eye, losing depth and charm.

Recapture the full beauty of your color transparencies with *both* eyes through Twinlenz Viewer. Its new optical principle gives *single* pictures the depth and realness of the actual scene. No more uncomfortable squinting with one eye. Precision designed in attractive black plastic with highly polished lenses. Just try it at your dealer's and *you'll buy it*.

TWINLENZ TRADE MARK VIEWER. $12.50

CRAFTSMEN'S GUILD
6916 ROMAINE STREET, HOLLYWOOD 38, CALIF.

We are looking for high grade COLOR TRANSPARENCIES
SUITABLE FOR MAGAZINE COVERS AND OTHER ILLUSTRATIVE PURPOSES.
4x5 or larger. Children, animals, industry, science, sports, landscapes, girls, human interest, picture stories. Prompt replies and returns. Prompt payments.
THE SHOSTAL PRESS AGENCY
545 FIFTH AVE., Dept. P-24, NEW YORK 17, N. Y.

35MM Quality DEVELOPING
36 FULL SIZE 3½x4½ ENLARGEMENTS $1.25
WE HAVE FRESH FILM
INDIVIDUAL ATTENTION EACH NEGATIVE
No automatic or mass production machinery used. Your film fine grain developed and vaporated to prevent scratching. Exacting workmanship, highest quality developing. Write for FREE mailers and other OUTSTANDING OFFERS.
UNIVERSAL PHOTO SERVICE BOX 612A LA CROSSE, WIS.

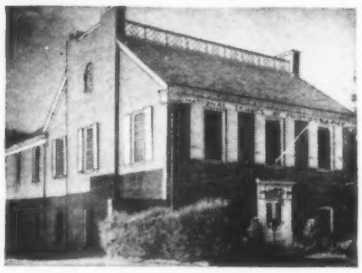
SPEED-EZ-EL
SPEEDS—SIMPLIFIES ENLARGING

FASTER—EASIER
NO ADJUSTMENTS
STURDY (All Metal)
Compact—for any position on enlarger base. Increases composition possibilities of any negative. WIRE SHARP focusing without eye strain. AT YOUR DEALERS or sent prepaid if cash with order.

2½ x 3½	$1.11
3½ x 5	1.22
4 x 5	1.28
4 x 6	1.45
5 x 7	1.78
8 x 10	2.50
11 x 14	3.60

A. J. GANZ CO. (Dept. H-7)
112 N. Hayworth Ave.,
Hollywood 36, Calif.
Includes Excise Tax

Learn



PHOTOGRAPHY

In One of the Leading Photographic Schools of America

Silver Spring, Maryland
a Suburb of
Washington, D. C.
World's Outstanding Capital and Most Photogenic City and Region

Finest Available Equipment for Complete Professional Training

STUDIO, COMMERCIAL, ADVERTISING, FASHIONS
and Many Other Photographic Fields

Color Work for Professionals

Approved for GI Training

NATIONAL SCHOOL OF PHOTOGRAPHY
922 Burlington Ave.
Silver Spring, Md.

GET YOUR *Free*

LENS LIST!

Largest selection of precision lenses in the South! Send today for huge list . . . no obligation.

LOOK AT THIS MONTH'S SAMPLE BARGAINS!

1"	F1.5 Wollensak (c)	$66.50
1"	F1.9 K.A. (c) Cmt.	81.67
2"	F3.5 Componar-Leica Mt.	32.50
2"	F4.5 Proj. Ektar (c)	36.46
2"	F3.5 B&L Tessar	22.50
3"	F4. Sonnar-Robot	85.00
3½"	F4.5 Roussel	22.50
4¼"	F3.5 Xenar-Compd.	60.00
4¼"	F6.3 Tessar	25.00
5¼"	F4.5 Skopar-Ibsor	37.50
5¼"	F4.5 Heliar-Compur	57.50
7½"	F6.8 Turner-Reich Conv. Alphax	119.60

LET US KNOW YOUR LENS NEEDS!

WE BUY, SELL AND TRADE

PHOTOCENTER
of BALTIMORE

HOWARD & MULBERRY BALTO. 1, MD.

Trade Notes and News

(*Continued from page* 82)

It is somewhat warmer than the product which formerly bore the name "Athena," and responds well to toners. It will be available in four surfaces, B, G, P, and Y, and in three contrasts, 1, 2, and 3. All Athena papers will be doubleweight.

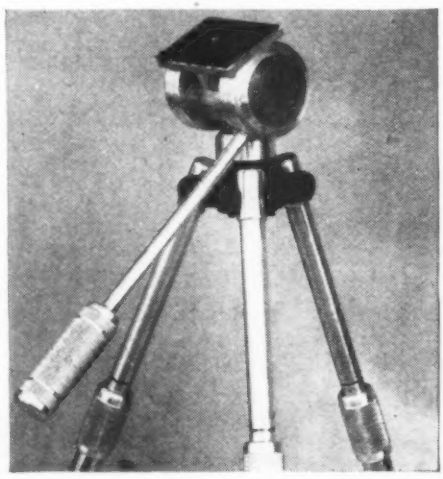
AN ADJUSTABLE SCREEN to provide three different degrees of diffusion in taking pictures or in enlarging is the Tri-Screen Diffuser offered by Photo-Mart, 365 E. 193rd St., New York 58, N. Y. Made of clear acetate, it provides results that can be duplicated easily. It retails for $1.00, excise tax included.

MOTOR DRIVE for the Bolex H16 and the Cine Kodak Special is provided in the new Stevens Camera Drive distributed exclusively by J. B. Perrin and Company,

Drive in use, with portable power pack.

5606 Sunset Boulevard, Hollywood 28, Calif. No camera alterations are necessary—the drive is equipped with a special mounting bracket for each camera, which fits onto the camera by means of thumbscrews which thread into the winding crank holes. The complete unit consists of motor with mounting bracket, cord with switch, battery connectors, and a leather carrying case for a D.C. power pack. The price is $85, including excise tax.

A NEW TRIPOD, the Safe-Lock Gage-Level Tripod, has been announced by the American Products Co., 2287 Hollers Ave., New York 66, N.Y. It is leveled by reference to gage marks on the legs, which make it easy to set all three legs at the same



Gage marks on legs aid in leveling tripod.

height. Adjustments are made from the top of the legs, for convenience, and locking is accomplished by twisting the legs themselves. The price of the tripod alone

Send your (Leica, Argus **35 MM** film to Univex, Mercury)

DEVELOPIX

Ultra Fine Grain Developed, Hardened and 3¼x4½ glossy enlargements made.

36 EXP. ROLL $1.25
20 exp. roll $0.95
65 exp. roll 2.50

35MM Reloads—36 exp. 45c, 20 exp. 30c
SATISFACTION GUARANTEED!
COMPLETE PROCESSING SERVICE
Black & White and Color—For all sizes film
Remit with order—Save C.O.D. charges
Send for free mailing bag and free new price-list

DEVELOPIX
P.O. BOX 146, MADISON SQ. STA., NEW YORK, N. Y.

35 MM FILM

Guaranteed Fresh Stock—Reload Your Own
ANSCO—EASTMAN—DUPONT
25 ft. $1.00
100 ft. $3.50
POSTPAID
RELOADED CARTRIDGES 3 FOR $1.25
36 Exp.—We Supply Cartridges
Calif. Buyers Include Sales Tax

PACIFIC COAST FILM COMPANY
1510 No. Sierra Bonita, Hollywood 46, Calif.

Marshall's Custom
ENLARGEMENTS

- WE DO ALL THE SPOTTING
- WE DO ALL THE NECESSARY CROPPING

All Enlargements Finely Finished on Double-Weight Print Paper.

5x7 each 40c; in easel 55c
8x10 each 60c; in easel 85c
11x14 each $1.00; in folder $1.50
Negative prices quoted; From photos 50c extra

We Pay All Mailing Charges. Send cash, check or money order with negatives or photo.

Mail Negatives or Photos NOW!

Marshall's
Box 162 • Forest Hills, N. Y.

SUPERB SALON QUALITY
ENLARGEMENTS

ON SELECTED	Double-Weight Matt or Single-Weight Glossy		PAPER
11 x 14	65c	5 x 7	25c
8 x 10	35c	4 x 6	12c

Minimum Order $1
5-day service Guaranteed! Money back if not satisfied! Send for FREE mailing bag, Sample, and complete price list of all our services.

NATIONAL PHOTO LABORATORIES
509 Fifth Av., New York 17, N. Y.

IPGA

WANT N. Y. AGENT TO SELL YOUR PRINTS?

For Complete Free Bulletin . . .
No Obligation . . . Write

INDEPENDENT PHOTOGRAPHERS GUILD of AMERICA
509 FIFTH AVENUE, NEW YORK 17, N. Y.

is $9.75. With pan head, it sells for $21.10 plus tax. Further information can be obtained from dealers or from the manufacturer at the above address.

A WIDE ANGLE attachment for use with Wollensak cine lenses has been announced by Wollensak Optical Company, 850 Hudson Ave., Rochester 5, N. Y. Neither lens speed or exposure is affected when the attachment is used in conjunction with a Cine Raptar lens. The focal length of the lens with which this attachment is used is cut in half—which means that the field is doubled.

LOW-COST MOVIE FILM for Univex users again is available, Universal Camera Corporation has announced. The Univex 100-Standard 8 mm movie film is anti-halo coated and sells at 85 cents per roll, including excise tax.

AN AMATEUR MODEL of the Terado "Ruby-Glow" timer is available in addition to the professional model described in this column in the May issue. The two models are similar, except that the professional model has a 1500-watt capacity and is priced at $24.95, while the amateur model has a 600-watt capacity and sells for $19.95.

AN ULTRA-SPEED FLASH outfit in a single unit that attaches directly to the camera is the Strom-O-Lite No. 10 developed by E. A. Sromberg Co., Inc., 1160 No.

New flash outfit is complete in single unit.

Howe St., Chicago 10, Ill. The complete unit weighs 5½ pounds, including a leak-proof storage battery that is easily removed for charging. With average use, 75 flashes can be produced on one charge, and extra batteries can be inserted easily if more flashes are required before recharging is practical. Model 20 Strom-O-Lite is the same as above, but operates on 115-volt, 60-cycle AC. It contains no battery, and the number of flashes is unlimited. Each model is priced at $145 plus tax.

AN IMPROVED MODEL of the Wirgin Pole Tripod now is available, it was recently announced by Camera Specialty Co., Inc., 50 West 29th Street, New York, N. Y. The chrome-plated tubular pole in the center gives added stability, and can be raised and lowered to change the camera height without adjusting the legs. Each leg is attached to the center lock by steel chrome-plated braces, and the leg tips are made of alumilite and have reversible rubber tips. The tripod measures 25 inches long when closed, and 52 inches high when extended. The price is $17.50 plus tax.

A SIDE LIGHTING UNIT for use with the Universal Flash Synchronizer, Press Synchronizer, and D-B Flashing Unit has been announced by DeMornay-Budd, Inc., 475 Grand Concourse, New York 51, N. Y. The unit consists of a standard flashbulb holder, complete with bulb ejector and provision for the accommodation of either the Deluxe or Standard D-B reflectors and safety shields. It is mounted on a spring clamp with ball-and-socket joint, and comes complete with a 15-foot extension cord at $12.50, including tax.

A NEW SCREEN in the low-priced field is the Model Q, recently announced by Radiant Manufacturing Corp., 2627 Roosevelt Road,

ENLARGING Needs Hair-Line ACCURACY!

Having trouble exposing enlargements? *Don't become discouraged!* In exposing with a camera, variations of several hundred percent might give usable negatives; but in enlarging, *as little as* 10% often means the difference between GOOD and POOR prints. The relationship between exposure, contrast grade of paper, and the contrast range of the negative *adds complications.*

Why GUESS—when you can measure?

Only SPOT-O-MATIC *gives ALL the Answers!*

By providing all needed information *automatically* . . . SPOT-O-MATIC solves your biggest enlarging problems. In ONE reading it tells the correct paper to use for each negative, the exposure time required, and whether negative is over or under-developed. Has illuminated dial!

Always accurate and easy-to-follow, SPOT-O-MATIC owners say it is *indispensable.* See for yourself!

COMPLETE PRICE: . . . with instructions for black and white, and color; 6-ft. cord . . . "Speed" Chart and 48-page Manual. **$9.85**

KINNARD COMPANY . . . 760 N. Water St., Milwaukee 2, Wis.

SPOT-O-MATIC *Enlarging Meter*

VETERANS... LOOK TO THE GREAT SOUTHWEST For the BEST in PHOTOGRAPHIC TRAINING

OUR SPECIAL VETERANS COURSE INCLUDES . . .

• ***Instruction by America's Outstanding Teaching Staff.*** All instructors hold university degrees, degrees in photography, or diplomas from recognized photographic schools. All are experienced and recognized photographic educators.

• ***Everything is Furnished; There Are No Added Charges.*** Your Certificate of Eligibility underwrites all expenses: instruction costs, photographic materials, laboratory fees, all rentals on equipment and models' fees.

• ***Your G. I. Educational Benefits Are Safeguarded.*** You receive a full academic year of training (34 weeks) for each year of education due you. You need not sign away excessive amounts of your valuable eligibility.

• ***Our Facilities and Equipment Are Unexcelled:*** Four modern, fully air-conditioned buildings, numerous studios, laboratories, and print salons. Dozens of the latest-type cameras, lights, enlargers, and other professional equipment. Famous Dallas models on a full-time basis.

• ***Our Educational Methods Get Results.*** The teaching procedures at the Institute are based on months of experience in training veterans. As a result of the sound educational plan followed, scores of our graduates are succeeding in all phases of photography. Let us give you fuller details of our program.

A letter or post card will bring you information at once without obligation to yourself.

SOUTHWEST PHOTO-ARTS INSTITUTE

1709 FOREST AVE. S. D. MYRES, Ph. D., Director DALLAS, TEXAS

FREE!

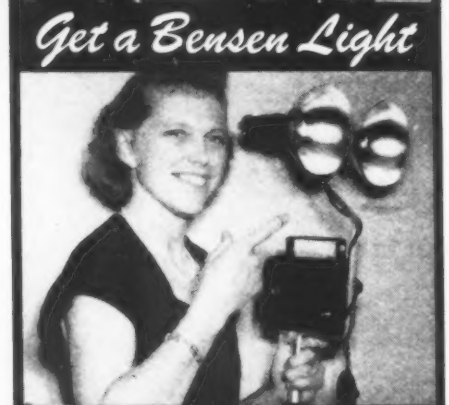
The latest and most comprehensive catalogue ever issued by a school of photography.

This catalogue gives full information on the latest photographic techniques and how to master them.

If you are interested in learning what you *must* know to reach the *TOP* in professional photography write for your copy *TODAY*.

SOUTHWEST PHOTO-ARTS INSTITUTE
1709 FOREST AVE.
DALLAS 15, TEXAS

Get a Bensen Light



Just Sight and the Light's Right

FITS ALL movie and still cameras. Excellent for color or black and white. Uses reflector floods or spots. Color movies at 17' at F3.5 with spots. Bulbs above camera out of way. No bad shadows. Only 23 oz. 20' cord. See your dealer. If he can't supply you, order direct. $9.45 includes F.E. Tax, Less Bulbs.

Distributors
Raygram, Robt. B. Green, Studiophot

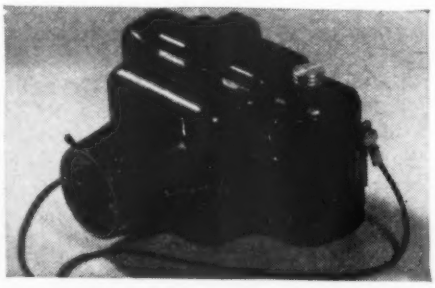
A. L. BENSEN & CO., 100 INNIS STREET
Staten Island 2, New York

Chicago, Ill. A tripod model, it is equipped with a self-locking device for lowering and raising the extension rod to adjust for screen height. It is manufactured in the 30x40 and 40x40 sizes, for projection distances of 10 to 15 feet with average equipment.

THREE-POINT AGITATION is provided by the new Yankee Agitray, manufactured by Windman Brothers, Los Angeles 23, Calif. Three small buttons on the bottom of the tray facilitate agitation, and also permit the tray to rest flat on an uneven surface. Made of Bakelite, the trays are available in 5x7, 8x10, and 11x14, in black or white.

A BLOTTER ROLL which offers some features of the blotter book is the Kwik-Dry Print Roll announced by Martin Products Co., 288 Flushing Ave., Brooklyn 5, N. Y. It employs a new lintless, absorbent material known as Viskatex. Seven sheets of this material, each 11½x17, together with a slightly larger corrugated cover, are fastened to a heavy cardboard center tube. When open, the roll lies flat for insertion of prints. It provides drying surface for 12 8x10 prints or the equivalent. The price is $1.25.

A BOX-TYPE CAMERA of unusual design is the Royal No. 1, manufactured by Royal-Hamilton Industries, Inc., 953 Belmont Ave., Chicago 23, Ill. It takes 2¼x3¼



Inexpensive new camera has plastics case.

pictures on No. 120 film, and is extremely simple in operation. Instantaneous and time exposures are provided, and the lens is set to provide reasonably sharp focus from 4 feet to infinity. The price is $3.98.

TEMPERATURE CONTROL with guaranteed accuracy to ½ degree is provided by the new photographic thermometer announced by Ingraham-Fisher Co., Inc., 154 Nassau St., New York 7, N. Y. A reservoir is provided at the bulb, so that solutions may be dipped up for accurate readings at the safelight. The thermometer is 2 inches in diameter and 12 inches long, with a large scale. It is available only direct from the manufacturer at the above address, and the price is $12.50.

A NEW FLASH outfit designed for use with the Ansco Speedex camera has been developed by the Kalart Company, Inc., Stamford, Conn. It employs the Master Automatic unit, with 3-cell case having a side outlet for extension lighting and multiple flash. It is priced at $24.60, including tax, and is available at all photo stores. Further information is available from the manufacturer.

A RIGID CASE custom built to carry the Busch Pressman, Argoflex, and most movie cameras, together with many accessories, is the Nasco camera and gadget case offered by Nathan Schectman, 228 W. Houston St., New York 14, N. Y. It is made of kiln-dried lumber and plywood, with sturdy lock corner joints. Inside smooth rayon flock lines the compartments to protect the equipment being carried. The case is available in assorted colors and fabrics.

A FLASH OUTFIT for use with the Brownie Reflex camera has been announced by Camera Specialty Co., Inc., 50 West 29th St., New York, N. Y. It is the Peak Flash, compact in design with metal reflector and palm-size battery case. It comes complete with an L-bracket for fastening to the camera and connector wire and plug at $3.98 plus tax.

A PORTABLE SINK for the darkroom is announced by H. M. Wigg Company, 308 E. 58rd St., New York 22, N. Y. Made of thermo-setting plastics and stainless steel, it is easily cleaned and can be hooked up with rubber hoses for portable use or built into a permanent darkroom. It is 3 feet

ATTENTION ART STUDENTS!

2x2 COLORED ART SLIDES
NEW
LATEST RELEASES
IN FULL COLOR
BEAUTIFUL MODELS
45c ea.; 10 for $4.49
20 for $7.95
Minimum Order, 3 Slides
No C.O.D.'s
Add 10c for Postage
Slide Viewer Regular $2.50 (with order) $1.79

CAMERA SHOP, inc.
20 BROAD ST. (at Wall St.) NEW YORK 5, N. Y.

See Your Groundglass Image Right Side Up!

- *For use on all view and studio cameras.*
- *Attached in a few minutes.*
- *Does not interfere with normal operation of the camera.*

A precision made image-reversal adapter which enables you to see your composition RIGHT SIDE UP. Invaluable to portrait and commercial photographers.

For 8x10 cameras **$20**
For 5x7 cameras **$15**
For 4x5 cameras **$10**

Mail orders promptly filled. We pay postage.

ROSANNE LABORATORIES
248 Central Ave. Jersey City, New Jersey

35mm
The Modern Visual Index
FOR ALL ARGUS, LEICA, UNIVEX
And OTHER 35 mm USERS
PERK PRINT
36 PICTURES ON ONE SHEET
Write PERK PRINT PRODUCTS
3605 KIMBLE ROAD-BALTIMORE-18, MD.
Patented

The MYSTERY of SELF

Unlock the secrets of *self!* Explore your mental world. Receive the *keys* to the *hidden* laws of life. Become the master of your affairs...the creator of your own happiness. FREE book explains. Write: Scribe K. N. N.

The ROSICRUCIANS
(AMORC)
San Jose · California

PROFESSIONALS and FREE LANCERS
Use Our Custom-Made Wedding Album Service!

Why continue doing your own pasting and assembling? Our service assures you of complete customer satisfaction. All sizes, many colors and materials are available. Write for details.

LONG ISLAND BOOK BINDERY
105-26 Tuckerton St., Dept. P-14, Jamaica 1, N. Y.

FOR YOUR SLIDE ALBUM
CUSTOM QUALITY!
MAIL YOUR NEGATIVES NOW!

2 x 2 SLIDES (BLACK & WHITE)
FROM ANY SIZE NEGATIVES
In Kodak Readymounts (MINIMUM OF 4) 25¢ EA.
Unmounted (MINIMUM OF 5) . . . . 20¢ EA.
Photoslides • 66 WEST 53rd ST. NEW YORK 19, N. Y.

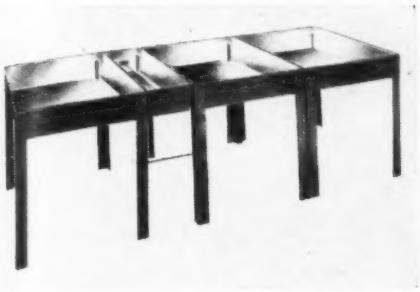
long, 18 inches wide, and 4½ inches deep inside with a 6-inch splash back. The price is $65.00.

INEXPENSIVE DIFFUSERS for flash and flood reflectors are provided in a new line announced by Martin Products Co., 288 Flushing Ave., Brooklyn 5, N. Y. They are made of a non-woven, plastics-like material known as "Viskon," which can be folded, crushed, and even washed without harm. A sewn-in elastic edge holds the diffusers in place. Prices are as follows: 5-inch and 7-inch sizes, 25 cents; 10-inch and 12-inch, 40 cents; 14-inch, 65 cents; 18-inch, $1.00.

A CONVERTER to permit operation of Lektro cameras on 105- to 120-volt, 60-cycle AC current now is available from Associated Photo Products, 152 West 42nd St., New York, N. Y. Called the Powr-Savr, this unit is priced at $22.50, and can be used with any model Lektro camera.

A HAND PRESS suitable for printing photographs by the bromoil and collotype processes as well as making many other types of printed reproductions is available from Rembrandt Graphic Arts Co., Inc., 165 East 60th St., New York 22, N. Y. It is the Laszlo Universal Hand Press, a portable proof press for type, wood-block, linoleum, stone and metal lithography, etching, monotype, photoengraving, etc., which is priced at $126.00 F.O.B. New York.

NEW STAINLESS STEEL developing tanks supported by sturdy angle-iron legs and suitable for almost any photographic processing are announced by Peck and Harvey,



Tanks assembled in set with shortstop.

5736 N. Western Ave., Chicago 45, Ill. Made of continuous weld stock, with outside edges rolled to protect the operator, and with outside finish of green wrinkle baked enamel, the unit consists of three identical tanks, 32x44 inches, and one stop-bath tank 12x44 inches. Bottoms slope toward the corner drain holes which are equipped with ¾" removable standpipes. Drain fittings with outside threads are provided on the bottom of all tanks for easy plumbing connections. All units of the group and a number of accessories can be purchased individually or as a complete assembly. A descriptive folder will be sent on request.

A NEW LAMP for slide projectors has been announced by Westinghouse Electric Corp. It is a 300-watt tungsten filament lamp designed so that forced ventilation is not required for cooling. Technical specifications are: 115, 120, and 125 volts, T-12 black top bulb, medium prefocus base, C-13D biplane filament 6.7 mm wide by 6.7 mm high, 25 hours life, 25 lumens per watt, 2⅝ inches to light center, and 5 inches over-all length. Further information on the lamp is available from the Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.

A NOVEL ACCESSORY designed to prevent loss of cameras and other valuable equipment under water is the Retriev-A-Buoy, produced by the Panef Manufacturing Company, Inc., Milwaukee, Wis. In use it is firmly attached to cameras, etc., and if they go overboard, water pressure releases a float attached to a nylon line. Energized "rocket action" forces the float to the surface and it discharges an opalescent dye for quick location. The standard size is made in snap-on model and in a special fishing-rod model.

A VERTICAL TRAY for developing and fixing photocopy papers has been announced by Bronto, Inc., 845 Chicago Ave., Evanston, Ill. It is divided into two compartments, one for developer and one for hypo, and the print in the developer is visible through a transparent yellow front panel which filters out light harmful to the solution and to the print. The two-compartment model, for

REMEMBER ROEHRIG FOR COLOR

QUALITY OIL PHOTO COLORS!

NOW!—Give your pictures the MAGIC of

ROEHRIG TRUE TONE OIL PHOTO COLORS

Yes . . . with ROEHRIG Colors you can easily add life-like realism to your favorite black and white photos. No artistic skill is required . . . after a few minutes practice you will have the knack of it and will be astounded with the brilliant effects you can achieve . . . comparable to the best professional work.

You will find this an intriguing hobby . . . a source of endless personal pleasure. Many have turned this photo coloring hobby into a career by selling their finished pictures.

Beginners will find our new, economical ROEHRIG STUDENT SET ideal . . . it contains all the necessary shades and includes easy-to-follow instructions.

ROEHRIG COLORS CANNOT be imitated or surpassed, they are not sold under any other name . . . obtainable only in tubes and containers bearing the ROEHRIG name. They have been the choice of discerning professional and amateur colorists for over 35 years. They lay on smoothly and easily . . . they can be wiped off and reapplied as often as you want . . . and when the right effect is achieved you simply let the colors dry.

ROEHRIG COLORS come in complete sets and separate tubes . . . all shades are available including regular and concentrated colors.

Never accept a substitute for ROEHRIG Colors—they are the finest photo colors your money can buy—GET A SET NOW.

Illustrated below is our "Complete Outfit" $4.75

SETS PRICED FROM $2.50 up Plus Postage

With Full Instructions

If your dealer cannot supply, we will ship direct; include parcel post fee with order.

Sorry No C.O.D. Orders.

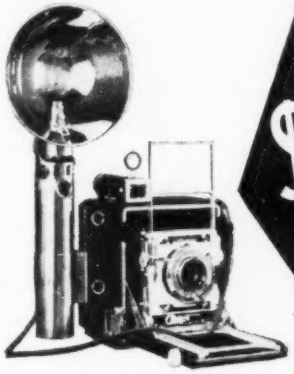
For prices in Canada, consult your Canadian Dealer.

Write for folder "P"

ROEHRIG-BIELENBERG CO.
39 Henry St., Brooklyn 2, N. Y.

W. E. BOOTH CO., LTD.—Canadian Agents
12 Mercer Street, Toronto—480 Lagauchetiere St. W., Montreal

ROEHRIG FOR TRUE COLOR . . . SINCE 1912



$63 DELIVERS THE NEW "23" SPEED GRAPHIC

Balance in 12 Easy Payments

Complete with coupled range finder and flash-gun.

ALL THESE BIG PLUS-FEATURES!

- body release trips either front or focal-plane shutter
- new focal-plane shutter for greater dependability — easier setting
- removable four-sided all-metal focusing hood
- built-in parallax correction — adjustable leather handle

Write for complete Graphic-Graflex catalog

UNITED CAMERA SHOP
1688 MAIN ST., SPRINGFIELD 3, MASS.

BEST ENLARGEMENTS

BLACK & WHITE—5x7—25c • 8x10—45c • 11x14—$1.00
Copy Negatives From Prints—75c
COLOR PRINTS—2¼x3¼—50c • 3¼x4½—85c • 5x7—$2.00 • 8x10—$3.00. Write for free price list & mailer—Dept. 8

HELIO PHOTO SERVICE
P. O. Box 521 Church St. Sta. N. Y. City 8, N. Y.

INVENTORS

Patent laws encourage the development of inventions. Our firm is registered to practice before the U. S. Patent Office. Write for further particulars as to patent protection and procedure and "Invention Record" form at once. No obligation.

McMORROW, BERMAN & DAVIDSON
Registered Patent Attorneys
244-A Victor Building, Washington 1, D. C.

IT ISN'T *Surprising*

Demand for skilled retouchers is greater than ever.
Use of Speedlights, Spotlights and critical lenses in modern photography means more work for retouchers.
Color too means three negatives retouched instead of one.
You can learn this highly paid photographic skill at home and earn up to $100.00 per week.
Advanced amateurs can become professionals by learning to retouch.
Photography students can pay their way with retouching.
If you are a retoucher you can increase your skill and your earning power.
We have developed a course in photo-retouching that is amazingly simple and clear. Learn at home as fast as you wish.
Planned by Weldon S. Burnham, owner and manager of the Famous Bruno Studios of Hollywood in collaboration with five of America's finest and highest paid retouchers, it is the speediest way to professional retouching yet devised.

Write today for the complete story, the low cost is SURPRISING!

You are not obligated.

Address us:
Professional Retouching **BRUNO STUDIOS**
6412 Hollywood Blvd. Hollywood 28, California

The PRESS KING

★ ALL METAL

The New ALL METAL
4"x5" Precision Camera
that offers FLEXIBILITY PLUS!

- REVOLVING BACK
- DROP BED
- RISING FRONT
- TILTING FRONT
- SWINGING FRONT
- POSITIVE LOCKS
- DOUBLE EXTENSION BELLOWS

FOR IMMEDIATE DELIVERY
Retail list price, less lens $99.50.
Ask your dealer to order you one today.

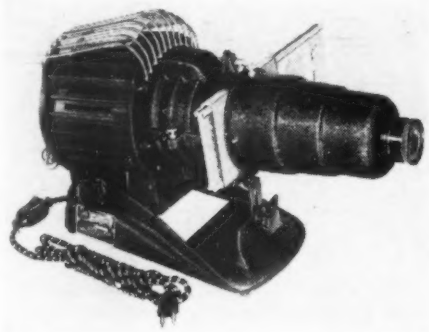
AFP DISTRIBUTORS
1803 Empire State Bldg., New York 1, New York

prints up to 9x15, is $8.95. A three-compartment model with space for a short-stop is $10.95.

MINIATURE FRAMES to be attached to watch or key chains, or to be worn as lockets or charm bracelets, are announced by State Plastics Corp. They are available in sets of four, in gold or silver plate, at $1.00 per set. Each frame holds two pictures, one visible from the front and one from the back. The distributor is Bruce Parmett, 128 West 36th St., Dept. P., New York 18, N. Y.

A SAMPLE KIT of photo mounts, for amateur or professional, is available from The John Byrnes Co., 33 Lyman St., Springfield, Mass. It includes thirty folders, from 8x10 to 3¼x4¼, plus an assortment of snap-shot folders and seasonal greeting cards. The price is $4.95, postpaid.

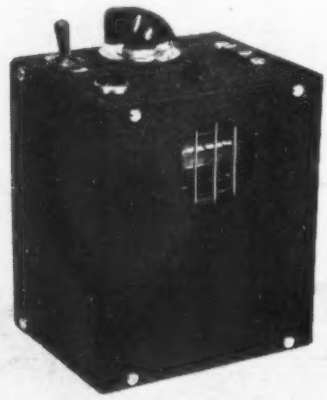
A FULL RANGE of slides, from 3¼x4¼ down to 2x2, can be handled by the new 500-watt Golde Master projector. An accessory, the Golde Filmatic Head Adapter, converts the projector for showing 35 mm



Golde Master model takes slides up to 3¼x4¼.

filmstrip. There is a choice of 6½, 9, or 12-inch anastigmat projection lenses, which are easily interchangeable. Additional information is available from the manufacturer in Bulletin No. 472, which can be obtained by writing Golde Manufacturing Company, 1220 West Madison St., Chicago 7, Ill. Golde also has a new set of slide binders and glasses known as Filmasks, in 2¼x2¼ and 2¼x3¼ horizontal or vertical. One side of each Filmask is printed with a heat-reflecting aluminum compound, and title blocks and signal-markers, are provided. Each size is packaged 50 to a box. The standard glasses take all three sizes of Filmasks, and can be used without the masks for 3¼x4 or 3¼x4¼ slides.

REMOTE CONTROL for firing flashbulbs at a distance without wires is provided by the new Globe Foto-Dyne manufactured by Globe Industries, Inc., 125 Sunrise Place,



Grid protects photocell of remote flash unit.

Dayton, Ohio. Actuated by the flash at the camera, this unit is capable of firing three additional bulbs simultaneously. Any number of units can be employed to provide more light over a range of 250 feet from the camera. The unit weighs 3 pounds 6 ounces.

SIX GLASS FILTERS for black-and-white and color photography are combined in the

Enlarged Panel Prints

IN LEATHERETTE LOOSE-LEAF ALBUM
from 35mm film enlarged to 3¼ x 5 inches

36 exposures $1.50
18 and 20 exposures..... 1.00
ENLARGED PRINTS .....5c each

Split 15 to 16 exposures from 116, 120 & 127 films; enlarged to 3⅞"x5" in albums.. 75c
10 & 12 Exposures...65c

Refill Cartridges 35mm, 36 exposures. Fresh, medium or fast speed films, 50c ea. or 3 for $1.25

8 exposure rolls finished in albums—35c.
Reprints (contact) 4c each.
No additional charge for processing.

COLOR PRINTS & PROCESSING
Please Enclose Remittance with Order. No charge for postage or packing.

PHOTO LAB, INC.
3825 GEORGIA AVENUE, N. W.
SUITE 187
WASHINGTON 11, D. C.

IN STOCK for IMMEDIATE DELIVERY

47 ANSCO SPEEDEX f.4.5	$ 45.00
47 REVERE MAGAZINE 8mm f.2.8 B&L	127.50
47 BRISKIN MAGAZINE 8mm f.2.5 Woll.	99.50
47 PERFEX MAGAZINE 8mm f.2.5 Woll.	89.50
5x7 ELWOOD Special Enlarger	113.85
5x7 SOLAR Enlarger Kodak f.4.5 lens	139.42
FEDERAL 312 Enlarger 2¼x3¼ f.6.3 lens	53.00
FEDERAL 450 Enlarger 4x5 f.6.3 lens	112.50
OMEGA D-11 4x5 Color Head	194.80
KEYZER 4x5 Enlarger Demonstrator	125.00
DEJUR VERSATILE II f.4.5 lens	99.50
WABASH Portable Flash Battery-Pack	230.00
8x10 ANSCO Studio Outfit New 47 Model	438.00
8x10 GROVER Camera	101.00
C-3 ARGUS Camera Complete	70.33
VICTOR 25 Cycle Model 60 Sound Projector	483.00
4x5 PRESS KING, No Lens	99.50
MOVIE MITE 47 Model Sound Projector	298.00
NATCO 16 mm Model 3018 Sound Projector	469.00
MERIDIAN 4x5 Press Camera	225.00

Mail Orders Promptly Filled

Filmart
653 MAIN ST. BUFFALO 3, N. Y.

Every PHOTOGRAPHER and Every CAMERA CLUB
should belong to
The Photographic Society of America
Valuable services for a small fee—plus prestige!
Ask for booklet.
1815 Spruce St.
Philadelphia 3, Pa.

HIGH PRICES PAID BY PHOTO LENS CO.
WE WILL BUY
ANY SIZE • ANY TYPE
USABLE CAMERAS AND LENSES
State price wanted
We reply immediately
REFERENCE:
Chase Nat'l Bank, N. Y. C.
PHOTO LENS CO. INC. EST. 1934
140 W 32 ST. N.Y.C.1

THE *Laszlo* COLLOTYPE PRESS

For oil ink black and color prints, also bromoil. Black and brown collotype enlargements—16" x 24" max. From your film positives.
$126 complete
Free booklet
REMBRANDT GRAPHIC ARTS COMPANY, INC.
165 E. 60 St. New York 22, N. Y.

Kent Filter Kits available through Arel, Inc., 4916 Shaw Ave., St. Louis, Mo. The filters come in a leather wallet case, with white cloth backing behind the window opening of each compartment to facilitate selection. Complete instructions are provided for the use of each filter. The Movie and Argus Filter Kits provide an aluminum sunshade in addition to red, green, yellow, type A, haze, and blue filters, and are priced at $5.95. The Series V kit contains red, yellow, green, type A, haze, and chrome flash filters, each mounted in an aluminum cell, and sells for $8.75. The Series VI kit retails for $10.95.

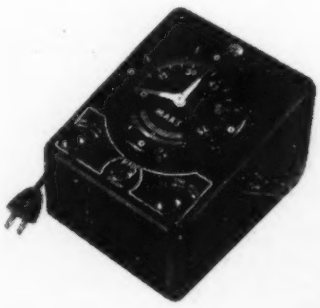
A TELEPHOTO ATTACHMENT which doubles the focal length of the lens with which it is used is the Morton Bettar, announced by the Morton Company of

Bettar converts movie lenses into telephotos.

Minneapolis, Minn. It is designed for use in conjunction with regular movie camera lenses. In two basic models for 1-inch lenses, the Bettar screws directly into the camera lens. Special adapters are available for 1½, 2, and 3-inch movie lenses.

AN ULTRA-SPEED FLASH unit priced at $83.63, tax included, is the Flashmaster offered by General Camera Company of Chicago. It employs a replaceable Amglo lamp, a neon light charge indicator, oil-filled condenser, hermetically sealed transformer, and adjustment for use with any synchronizer. It is offered unconditionally guaranteed for ninety days.

FLEXIBLE CONTROL of timing enlargements or contact prints is provided by the new Mars Timer announced by Lancaster Products, South Lancaster, Mass. It is equipped with a synchronous motor for di-



Mars timer employs synchronous motor.

rect control of loads up to 1000 watts at 115 volts, 60 cycles. A rim-set dial permits rapid selection of any interval from 1 to 75 seconds. One luminous hand indicates the interval for which the timer is set, and another shows the elapsed time during the entire cycle. Additional information is available from the manufacturer.

A NEW LINE of portable light stands and related equipment, featuring a one-legged telescoping support that is braced between floor and ceiling, has been announced by Lumex, Inc., Box 526, Great Neck, L. I., N. Y. Several basic units can be combined in different ways for a variety of uses. The Uni-Lite Boom, consisting of the upright, boom, clamp, and chain, etc., is priced at $15.50. The upright only is $8.95. The Uni-Lite Projection Screen and Portrait Backdrop is $16.50. Two backdrop rods, with clamps, are $7.75. The

TRIPOD EXTENSION HEAD
...ORDER BY MAIL

Makers of the
Devin TRI-COLOR Camera
... PHOTOGRAPHIC PRODUCTS, INC.

Pro-head makes any tripod equal to 2 or 3. Clamps to any flat surface such as a table top or ladder. It has a full 360 degree swivel and tilt swing, PLUS 18" up and down motion. Ideal for high or low camera angles . . .

$15.75 Incl. Excise Tax

"Whitey" Schafer, chief photographer at Paramount Studios says.
"The most versatile camera accessory I have ever used."

Chromo-Flash model A-34 portable A-C strobo unit that fits right on your flash gun. More light at lower cost. Incl. Excise Tax $119.50

Precision built of steel and aluminum all surfaces ground and polished man-size plastic knobs for easy operation.

SEND NO MONEY...FULLY GUARANTEED

Arl Royce PHOTO SUPPLIES ★ 1700 NORTH VERMONT AVE. HOLLYWOOD, CALIFORNIA

PARIS 60 photographs by FRITZ HENLE with text by ELLIOT PAUL

"This is everyday Paris . . . the best book on the subject in a long time, perhaps the best of its kind ever attempted. Mr. Henle's pictures talk; Mr. Paul's prose is graphic."—*Cincinnati Post*

$5.00 at bookstores and camera stores

ZIFF-DAVIS PUBLISHING COMPANY
CHICAGO • NEW YORK

TRU-COLOR PRINTS
Quality and Service Standards Unequaled

75c 2½x3½ Unmounted
4x5 $1.00
5x7 $2.50
8x10 $4.00
Minimum Order $1.00

• Color balanced by trained technicians • *All prints mounted
• From any size transparency • Individual attention given to each print
*EXCEPT 2½x3½

REMEMBER! YOUR COMPLETE SATISFACTION IS GUARANTEED

ANSCO COLOR ROLL FILM PROCESSING
Quality standards constantly checked to insure rigid processing control
120 (B2) or 620 (PB20) Dev. Only 90c Dev. and Contact Printed $5.00
35mm. Processed and Mounted in individual mounts 90c

DETROIT COLOR LAB
3451 Buchanan, Detroit 8, Michigan
DEALER INQUIRIES INVITED

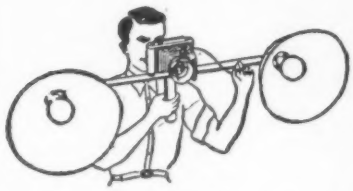
SAVE YOUR

FLASHBULBS!!

GET THE NEW "SAFE-LOCK"

ACTION-LITE OUTFIT

"It Follows the Action"



Lights aim wherever camera is aimed. Entire unit can be held in one hand or set on any tripod. All-aluminum construction. Ideal for movies, stills, color work, copying and titling.

Unit consists of all brackets, handle, switch sockets, approved cord and 9-ft. extension cord. **$4.78** incl. tax

9" Reflectors $1.50
10" Reflectors 1.75
(Use with R-2 bulbs or floods and reflector)

"Safe-Lock" PROJECT-O-STAND $13.95
"Safe-Lock" GAGE-LEVEL TRIPOD..... 10.85
SKAN METER (with case)..... 14.95
KEYSTONE 8mm. CAMERA, F:2.5 Lens... 64.50
KEYSTONE 16mm. PROJECTOR, 400' Cap. 17.50
ARGUS SPOTTING-SCOPE, 20 Power 74.50
(Prices include tax)

ALL ITEMS FULLY GUARANTEED

Enclose remittance for prepaid shipment. C.O.D.'s shipped plus postage and fees.

MAIL ORDER SUPPLY CO.

3511 Conner St. New York 66, N. Y.

Major In

PHOTOGRAPHY

• MASTERS DEGREE
• BACHELORS DEGREE
• VOCATIONAL CERTIFICATE

UNIVERSITY OF HOUSTON, TEX.

- Architectural
- Biological
- Color
- Commercial
- Metallurgical
- Newspaper
- Photo-micrography
- Portraiture

With a major in photography students study related courses in art, chemistry, mathematics, and physics. Commercial and portrait photography are offered as a vocational course without related studies. Both day and night classes are offered.

This school is approved by the Veterans' Administration for G.I. training and classes are taught by experienced photographers.

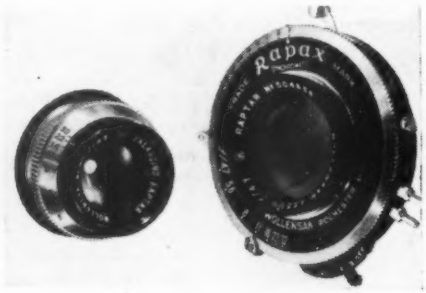
For further information write:

THE UNIVERSITY OF HOUSTON
THE SCHOOL OF PHOTOGRAPHY

3801 St. Bernard Street Houston 4, Texas

Combo-Lite, which is a flood with restricted beam, is $11.00 for the Master Unit, $3.95 for the Spot Head, and $3.35 for the Flood Head. The Uni-Lite Camera Mount, consisting of a clamp and a universal adapter, is $2.75. Carrying cases for Combo-Lite or Uni-Lite are $12.50 each. Additional information is available from the manufacturers at the above address.

A COMPLETE LINE of new Raptar lenses now are being produced by Wollensak Optical Company of Rochester, N. Y. The Raptar lenses supersede the series of Wollensak Velostigmat lenses, which will no longer be made. The complete line includes the following: Raptar Series Ia *f*6.3-*f*7.7 with focal lengths from 4¾" to 17½"; Raptar Series II *f*4.5 with focal lengths from 2" to 11⅞"; Raptar Series IV *f*6.3 with focal lengths from 2" to 12"; Raptar Process *f*10 with focal lengths 10½" to 25"; Raptar Wide Angle *f*6.8 with focal lengths from



New Raptar enlarging (left) and camera lenses.

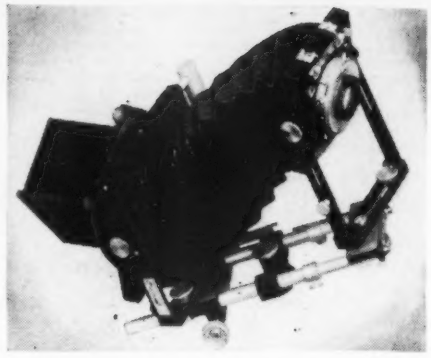
2 9/16" to 6¼"; Enlarging Raptar *f*4.5 with focal lengths from 2" to 9½"; Raptar Telephoto *f*5.6 in 10" and 15" focal lengths; Raptar cine lenses for 8mm movie cameras, ½", 1", 1½" focal lengths; Raptar Cine lenses and filters for 16mm movie cameras with focal lengths from 11/16" to 6". Wollensak is now making deliveries on some series of Raptar Lenses to dealers in very limited quantities. As soon as back orders to manufacturers of cameras and enlargers are caught up sufficiently, the complete series will be available.

A FLASH OUTFIT designed for use in conjunction with lenses having built-in synchronization is the new Kodak Flasholder made by Eastman Kodak Co. of Rochester,

Flasholder is designed for synchronized lenses.

N.Y. It has a black Tenite case holding two flashlight batteries, and a gray plastics head. A polished aluminum reflector is fastened to the head, which contains the electrical wiring and a connecting cord, a button for ejecting used bulbs, and a receptacle for an extension flash.

A NEW MODEL combination press and view camera is the Brand 17 4x5 Universal Camera manufactured by Brand Camera



New Brand model has full tilts and swings.

Company, 500 West Washington Blvd., Los Angeles 15, Calif. Weighing less than 5 pounds, it provides helical-geared focusing knobs for right or left hand operation, 3½ to 17-inch bellows extension, centered vertical and horizontal swings both front and rear, rising and lowering front and back, and detachable 4-sided metal hood. The back revolves through 360 degrees, with automatic indexing at each 90 degrees, and the bed is reversible so the fine focusing adjustment can be used to actuate either front or back. The coupled rangefinder can be detached quickly, without disturbing synchronization, for unrestricted use of all swings.

SEVERAL CHEMICALS have been added to the darkroom line of Kent Laboratories, 1909 Kingshighway, St. Louis, Mo. They include: Kent Cinecote, a negative preserver and lacquer, $1.00; Kent Foglift, to eliminate developer fog, $1.00; Kent Hyp-O-K, for testing solutions, 35 cents; Kent Photomerse, wetting agent, $1.00.

FINEGRAIN FILM for use with the Uniflash and all other Univex cameras—Univex 00-P Film—now is available at 20 cents per roll. The Weston rating is 64 daylight and 32 tungsten. New Weston ratings of other Univex films, recently announced, are:

	Film	Day	Tung
00-C	(For Uniflash)	50	24
236 SS	(For Mercury I & Corsair I)	50	32
100-UP	(Single 8 movie film)	24	12
100-S	(Single 8 movie film)	12	..

NEWS NOTES: Quarterly Supplement No. 31, the first addition to Photo Lab Index for this year, now is out. It contains 64 pages of new and revised material of current interest to photographers. Now in its 9th year, this valuable reference book is published by Morgan & Lester, 101 Park Avenue, New York 17, N. Y.

Authorized Installation Stations now are being established throughout the country by Hugo Meyer & Co., Inc., 39 West 60th St., New York 23, N. Y., to install the Meyer coupled rangefinder. Interested stores or qualified camera mechanics are asked to write Jules Speyer at the above address.

Manufacture and distribution of Ampro projectors for Great Britain, Ireland, and the continental markets will be handled overseas, according to a recent announcement. Manufacture will be in the hands of Messrs. Kelvin, Bottomly and Baird, Ltd., of Glasgow, Scotland, and Basingstoke, England, while distribution will be handled by a newly formed British company, Simplex-Ampro, Ltd., 167-169 Wardour St., London W.1.

The Triumph electronic flash unit, announced in this department in the July issue, is being distributed by Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.

Price reductions on FR Film Clips and FR Printongs have been announced by Larry Fink of the FR Corp. The clips now are 15 cents plus tax, and the tongs are 50 cents plus tax per set of two.

Special courses for press photographers and for retail photographic salesmen are being planned by The Mills Photographic Engineering Laboratory, 1857 No. Western Ave., Hollywood 27, Calif. The Mills laboratory now conducts a school of camera repair offering 150 hours of training over a ten-weeks' period.

An inexpensive, small-size color print, the Pygmy, has been introduced by Winet Color Laboratories, Inc., 11 West 30th St., New York, N. Y. The size is 1⅝x2¼, and the cost of making from 35 mm or Bantam is 30 cents each.

A copying machine designed for copying pages from heavy bound books with a surface up to 8½x14, is the new Model B Tru-Copy-Phote now available from Gen-

eral Photo Products Company, General Photo Building, 15 Summit Ave., Chatham, N. J. A general catalog, including descriptions of this and other models, can be obtained by writing the manufacturer at the above address.

Distributors for Pictrol, the variable soft-focus lens attachment announced in June, have been appointed by Berlant Associates of Los Angeles, the manufacturers. They are: Eastern Photo Supply Co., 275 Congress St., Boston 10, Mass.; Caradell Products Co., 37 East 28th St., New York 16, N. Y.; Lenco Photo Sales, 1405 Ash St., Detroit 8, Mich.; Southern Photo Sales, Inc., 515-21 Lafayette St., New Orleans 12, La.; Dallas Photo Supply Co., Inc., 1312-14 Young St., Dallas 1, Texas; Murray L. Ezzes & Co., 9215 Venice Boulevard, Los Angeles 34, Calif.; Northwest Photo Supply Co., Fourth and Evans Sts., McMinnville, Oregon.

A sixteen-page confidential letter on how to market your pictures is available from Sigmund Sameth, 390 Riverside Drive, New York 25, N. Y., at $1.00 per copy. It gives the requirements of magazines which purchase photographs, and procedures for selling pictures most effectively.

Camera swings and how to use them is the subject of a book being prepared for publication by L. F. Deardorff & Sons, Chicago, manufacturers of the Deardorff view cameras. The author, Lewis L. Kellsey, describes all of the camera adjustments and shows how they are employed for different effects. Drawings and many illustrations supplement the text. The book is to be published in September.

Several new items, announced recently, are being distributed by Camera Specialty Co. of New York. Among them are the Dasco and Garron safelights, the Spot-O-Matic Enlarging Meter, the Falcon-Flex reflex, Shepard reflectors in 9, 10, and 12-inch sizes, and the Wirgin Cine-Amplon wide angle attachment for Eastman *f* 1.9 lenses.

The Streamliner, a new high-speed positive printing machine which employs dry developing, has been announced by Ozalid Division of General Aniline & Film Corp.

A new machine for mass production of color enlargements at high speeds has been announced by American Photographic Appliance Corp. of Greenfield, Mass.

Dritek, the moisture-absorbent chemical that was packed in overseas shipments of instruments during the war, now is being distributed in the East by Camera Specialty Company of New York.

A printing cabinet for making contact prints on P.O.P., called the Sun Proof Cabinet, has been announced by Garden and Williams, 3266 West Pico Blvd., Los Angeles 6, Calif. It employs blue fluorescent tubes.

Summer dampness can be eliminated from the darkroom with Drier Outer, now available in a metal container that also serves to collect the water taken from the air. Closet size is 89 cents, basement size $2.49, and giant basement size, for several rooms, $3.98.

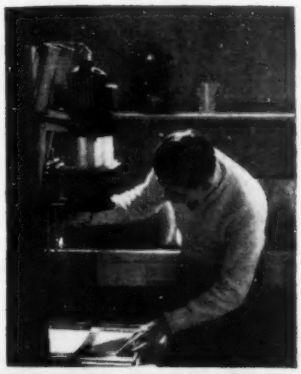
PERSONALS: Newly-elected officers of the Master Photo Dealers of New England are GEORGE GREEN, president; PHILIP LEVINE, secretary and treasurer; and J. AUSTIN CORCORAN, vice-president, all of Boston. The organization held its first regular meeting in April . . . WILLIAM P. MORRIS and HERBERT SINGER have been appointed members of the Intercontinental Marketing staff . . . JACK GERSTLE has been named Camera Specialty Co. representative for Wisconsin, Minnesota, and adjoining states . . . FRED B. CLARKE, the man who produced Ansco's first X-ray film, retired recently after 20 years with the company . . . Appointment of HOWARD L. LURAY, magazine and advertising photographer, to the west coast phototechnical and sales staff of Wabash-Sylvania has been announced by PHILIP SPERRY, general sales manager . . . Du Pont has announced the appointment of FREDERICK B. ASTLEY as manager of a new sales district with headquarters in Boston . . . Recent visitors entertained by SAMUEL G. ROSE, president of Victor Animatograph Corp., were S. C. ATKINSON and O. M. PAULSON of General Films Limited, Victor's Canadian distributors . . . OSCAR J. WERTHEIMER has recently joined the sales staff of Universal Camera Corp., and will cover Minnesota, Iowa, Wisconsin, Indiana, and Kentucky . . . W. C. (BILL) DE VRY presided at a recent informal "open house" celebrating the opening of the DeVry Company's enlarged quarters in Chicago . . . A recent visitor at the Bell & Howell Company in Chicago was J. ARTHUR RANK, British industrialist and film magnate, whose equipment firm, British Acoustic Films, Ltd., is producing and distributing a portion of the B&H line in England for the Sterling areas.

SCHOOL FOR *Your* FUTURE!

In Photography, your future career depends on adequate training and intelligent instruction, both obtainable in this finest of schools. The staff of expert instructors is headed by William Gerdes, M. Photog., of International fame. The school is conducted on a combined basis of group work and individual instruction during which you make use of the most modern equipment.

COURSES—Courses in PORTRAIT and COMMERCIAL Photography are open to all. Basic fundamentals are followed by intensive instruction on the many phases involved. DIRECT COLOR Photography is offered to a limited number of advanced students.

Coeducational. Dormitory for men. G. I. Approved. Openings for non-veterans.



Note the fine enlarger and stainless steel sinks in one of the many Enlarging Rooms.

Enroll Now! - - - Write for Catalog PT 701

OPUS ARTIFICEM PROBAT

PROGRESSIVE SCHOOL OF PHOTOGRAPHY
217 Park Street, New Haven 11, Conn.

It's Here! AT YOUR CAMERA DEALER

ESDY
POCKET
RANGEFINDER

★ Instant Precision Range Reading from 2½ Ft. to Infinity
★ Wear-resisting Electro Chemical Finish
★ "Feet" or "Meter" Calibration
★ Fatigue Resistant Beryllium Copper Spring
★ Vacuum Coated Mirrors
★ Completely Sealed and Tamper-Proof
★ Universal Mounting Clip Included
★ Guaranteed Accuracy

$8.75 TAX INCLUDED

IF YOUR DEALER IS NOT YET SUPPLIED WRITE DIRECTLY TO
DEVCO SALES COMPANY
MFG. BY SCIENTIFIC DEVELOPMENT CORP.
329 South Wood Street Chicago 12, Ill.

LEARN THE PROFESSIONAL WAY

ANTONELLI
School of Photography

ESTABLISHED IN 1938

BASIC • PORTRAIT
COMMERCIAL • COLOR

SEVERO ANTONELLI, DIRECTOR

APPROVED FOR VETERANS' TRAINING

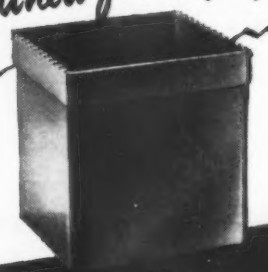
1016-18 CHESTNUT ST., PHILA. 7, PA.

ADMINISTRATION BUILDING:

429 WALNUT ST., PHILA. 6, PA.

SEND FOR CATALOGUE

Notched for Safety



Yankee

UTILITY
DEVELOPING TANK

This handy tank accommodates all film hangers up to 4 x 5. Notched rim holds 12 hangers and keeps each hanger in its correct place. The Yankee Utility Tank is made of strong acid resistant Bakelite — chip proof, warp proof, rust proof, stain proof. Overall size 6" x 7" x 6" deep. Minimum amount of solution of one-half gallon amply covers all film. Ideal for color work!

Attractively packaged, Yankee Utility Developing Tank is a perfect gift for every camera fan.

See your nearest camera shop.
List price $2.25 plus tax.

WINDMAN BROTHERS
3325 Union Pacific Ave., Los Angeles 23, Calif.

CONTESTS MARKETS

CONTESTS

GRAFLEX, INC., Rochester 8, N. Y., announces the $5000 Third Graflex Photo Contest. Closing Oct. 1, 1947, the 1947 contest is divided into the following groups: A, teen-age photographers; B, non-professional photographers; C, professional photographers; color section, open to all groups of photographers. First, second, and third prizes in the A group are $250, $150, and $100 respectively. In the remaining groups, first wins $500, second $250, and third $150. A special press award is open to all groups. Any pictures taken with a Graphic, Graflex, Crown, or Century camera may be entered in this contest, and you may submit up to ten black-and-white and five color photographs. Obtain full contest rules and entry form from your local dealer.

MECHANIX ILLUSTRATED magazine offers color photographers $300 for the six best color transparencies or prints received before Sept. 30, 1947. First prize is $100, second $75, third $50, and the remaining three winners receive $25 each. All entries should include picture data and return postage. Entries should be mailed to the Color Photo Editor, *Mechanix Illustrated*, 67 W. 44th St., New York 18, N. Y.

JACKSON & PERKINS CO., rose growers, is conducting a garden photographic contest for the best pictures showing roses or perennials being used in any way. Grand prize is $500. Eight other awards are $100 each, and there are 28 additional prizes of rose plants. The competition closes Oct. 15, 1947. For further information, write the Photographic Contest Editor, Jackson & Perkins Co., Newark, New York.

SEAMEN'S CHURCH INSTITUTE, 25 South St., New York 4, N. Y., is offering $25, $15, and $10 for the three best photographs of shipboard scenes submitted by active merchant seamen only. Glossy 8x10 black-and-white prints are preferred for the contest, which closes Dec. 1, 1947.

ALLSPORTS magazine is conducting a $1500 contest for the best sports pictures of 1947. First prize is $500, and the remaining ten honorary awards will bring $100 each. Open to all photographers, the contest closes Dec. 1, 1947. All pictures submitted must be 8x10 glossy. For further details, write Best Sports Picture Contest, *Allsports*, 431 Howard St., Detroit 31, Mich.

PAN-AMERICAN COFFEE BUREAU invites all professional photographers to enter the Coffee News Pix Contests for published pictures in which coffee plays a newsworthy part. Any news picture showing coffee, which has been published in a newspaper, magazine, house organ, etc., is eligible. The competitions close on June 30 and December 31. Glossy print of photograph must be submitted together with clipping as evidence of publication, and there is no limit on the number of entries from any photographer. Announcement of winners will be made semi-annually after the close of each contest, and a grand yearly prize, as well as the half-yearly prizes, will be awarded. For complete information address Coffee News Pix Contest, Suite 1448, 60 East 42nd St., New York 17, N. Y.

TURKEY WORLD, a magazine serving the turkey industry, is holding a $145 contest for the best photographs submitted of turkeys. First, second, and third prize will be awarded in each of six classes, and the best picture of the contest wins $50 for the photographer. For information, write *Turkey World*, F. R. Galer, Sandstone Building, Mount Morris, Ill. The contest closes August 1, 1947.

THE ALBERTA GOVERNMENT TRAVEL BUREAU is offering medals and cash awards totaling $1000 for pictures of vacation activities taken during 1947 in Alberta. The medals will go to the winners of the first, second, and third prizes of $300, $200, and $100, respectively. Other prizes range from $75 to $10. The bureau reserves the right to purchase for $2 negatives and prints which do not win prizes. Photographs submitted must be accompanied by a descriptive paragraph.

DOWN TOWN NEW YORK HEADQUARTERS FOR EVERYTHING
PHOTOGRAPHIC

CAMERA EXCHANGE ORIGINATORS SINCE 1890

WE BUY FOR CASH YOUR USED EQUIPMENT

NOW IN STOCK!
NEW KODAKS
(Movie & Stills)

We are originators of the Camera Exchange Business. Consult us as to your needs.

NEW YORK CAMERA EXCHANGE
116 FULTON ST. NEW YORK CITY

For BETTER
BABY PICTURES
NEW
MARVEL
Baby Poser

Saves you time; helps make natural, happy, baby pictures. Set POSER wherever you wish, cover with baby's blanket, let mother hold child with one hand under blanket through hole. 11" high. Seat 13", weight 5 lbs., legs have rubber buttons.

Only $8.50

Where to Buy
Eastman and Independent Professional Stock Houses
Circular on request from
STERN & COMPANY
1118 Grand Ave. Kansas City 6, Mo.

BRING YOUR
"GRAFLEX" UP TO DATE!

New precision built Flash Synchronizer for Graflex focal plane shutters! Weighs but 1½ ounces. Attaches to camera in a few seconds. No holes to drill or permanent brackets to mar the beauty of your equipment. USES ALL FLASH BULBS. Price $13.65 tax included. Sent postpaid upon receipt of money order or check. Give dealer's name. Money back guarantee. Immediate delivery.

Graham Scientific Instrument Company
2012 E. 102nd Street, Cleveland 6, Ohio

FINEST FINISHING FOR
ONLY A LITTLE MORE

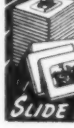
Pay a little more for extra quality, extra care — your insurance against disappointment and loss of pictures.

Any 35mm roll ultra fine grain dev., vaporated and 36 outstanding glossy enlargements 3¼x4½. $1.75
20 exposure rolls 1.25
Univex, 36 ex., 1.75; 65 ex. . . 3.00
Reprints, 3¼x4½, glossy, ea. .06
Reloads: 20 ex., 50c; 36 ex. . .65
Any 8 ex. roll 120, 620, 127, 828-Bantam (except 116 and larger) ultra fine grain developed and enlarged to 3¼x4½ (glossy) . . $0.60
12 ex. split rolls (enl. to 4x4) .80
16 ex. split rolls (incl. 116) . . 1.00
Reprints, each 07
Enlargements (from above neg.) 5x7, 35c; 8x10, 60c; 11x14, $1.00.
Please add 3c for check or money order
Write for free folder and mailing bag, or better—Send your film today.

Beta Photo Laboratories
Box 745, Grand Cent. Annex, New York 17, N. Y.

KINGDON FILM WASHER
A Nine Minute Hypo Remover
$2.65 plus 30c tax
Pat. No. 2308519
Bakelite Construction
Handles Simultaneously
Two rolls 120 or 127 plus one 35mm—One 116 plus one 35mm—Three rolls 35mm—Twelve cut films up to 4x5 on round reels.
Raised base has eight outlets.
Your dealer or direct.
Kingdon Photo Accessories Co. INC.
1200 Madison Ave., New York 28, N. Y.

20 READY MADE 2x2 SLIDES $1



WHERE ELSE can you get READY MADE SLIDES at 5c EACH? Full double 35mm size, sharp and clear, complete with mounts to show in any standard projector or viewer. SPECIAL OFFER—UNUSUAL SCENIC, TRAVEL and PICTORIAL VIEWS, 20 FOR $1.00 40 FOR $2.00. ALL DIFFERENT Other sets 25c up. 3 Doz "QUIK-FIX" Slide Mounts 50c. ILLUSTRATED CATALOG sent with ORDER.

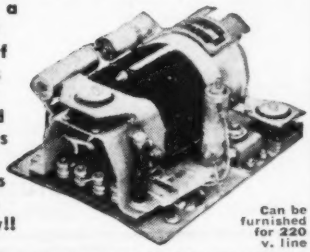
SLIDE SUPPLY SERVICE 3111 W. TUSCARAWAS CANTON 3, OHIO

AUTOMATIC VOLTAGE REGULATOR

Designed for Photographic Equipment

(Enlargers, printers, flood control, color work, etc.)

Maintains a Constant Voltage of 110 Volts into 500 watt load Regardless of Line Variations Between 115v-130v!!



Can be furnished for 220 v. line

USES THE FAMOUS AIRCRAFT TYPE CARBON PILE SOLENOID SYSTEM

CAN BE MOUNTED ANYWHERE

OPERATES ON EITHER AC OR DC

COMPLETE AND READY FOR USE

$14.95

FOB—New York

20% or full amount with order

ELECTRONIC PHOTO DEVICES, Inc.

63 DEY STREET, NEW YORK 7, N. Y.

Covers every phase of Photography

LITTLE TECHNICAL LIBRARY

35 volumes . . . 95c each

At all Camera Stores

AVAILABLE NOW!

Immediate Delivery

RIES Tri-Lok TRIPODS

. . . the ONLY tripod that LOCKS in ANY position . . . for low, high, and angle shots. Can't slip, slide, collapse. Movable on level surfaces without readjustment. Models for amateur and professional. FREE ILLUSTRATED CATALOG ON REQUEST.

HOLLYWOOD PHOTO SUPPLY CO.

1316 Beachwood Dr., Dept. P-165, Hollywood 28, Calif.

Fine Grain Dev. Expert Workmanship. Fast Service.

35mm Film Developed 36 Enlargements 3 x 4" $1.00 complete

ROLL FILM Developed 2 prints of each 8 exp. 30c 16 exp. dev., enl'ged 3x4" 12 exp. 45c

SEND CARD FOR FREE MAILER.

TOP notch photo

307 NEW YORK AVENUE, BROOKLYN, NEW YORK

The contest closes Dec. 31, 1947. For further information, write the bureau at the Legislative Building, Edmonton, Alberta, Canada.

MARKETS

TOPPER magazine, Wilson and Chestnut Sts., Hazleton, Pa., is in the market for sharp glossy 8x10 black and whites of young children, domestic animals, or a combination of the two. Pictures for cover use will earn $10 each, and other photographs accepted will be paid for at the rate of $5 each. Photographs to be returned must include self-addressed stamped envelope.

BROOKSTAR PHOTOS, 617 Main St., Buffalo, N. Y., needs all types and classes of photographs for advertising purposes. Black and whites should be 8x10 glossy and include caption information; price is $5 and up, payable on acceptance. Demand is greatest for landscapes, scenic settings, sports, and human interest. Prints marked "stock file," if not accepted at once, will be filed or sold on a 50-50 basis. Otherwise all prints with return postage will be sent back.

FPG, INC. (Free-lance Photographers Guild, Inc.), 219 E. 44th St., New York 17, N. Y., is interested in hearing from photographers capable of producing good quality Kodachromes covering all subjects. Prices range as high as $500 for outstanding work, and 4x5 or larger negative size is preferred. Prompt opinion given of work submitted. Especially desired are shots of pretty girls, babies, children, animals, farm scenes, action, sport scenes, and scenics. They also can use top caliber color layouts.

KAUFMANN AND FABRY COMPANY, 425 S. Wabash Ave., Chicago 5, Ill., will pay $5 and up for negatives 4x5 and larger. The rate will depend on the quality of negative and subject portrayed. Scenic and sport subjects especially are wanted. They also will act as agents on a 50% basis for 8x10 glossy black-and-white prints.

WOLLENSAK OPTICAL COMPANY, Rochester, N. Y. is in the market for color transparencies and black-and-white prints taken with a Wollensak lens. Photographs purchased will be used for advertising purposes, and payment will be made for all pictures accepted. Technical data should be included. Exclusive rights are not desired. Material should be sent to Ed Wolff & Associates, 428 Taylor Building, Rochester 4, N. Y., and on request, they will furnish free an explanatory folder titled *How Wollensak Chooses Illustrations.*

ANSCO, Binghamton, New York, is purchasing black-and-white negatives and transparencies made on Ansco film. Almost all types of subject material are desired, with the story-telling, human interest shots having preference. Payment is made on acceptance. In the case of black-and-white pictures, small enlargement prints should be submitted—not the original negatives. Selections will be made on the basis of technical excellence, composition, and subject interest.

ROTOR, a house organ published by the Peerless Electric Company, Warren, Ohio, will buy outstanding human interest and seasonal landscape pictures. All prints must be glossy, 5x7 or larger, and black and white. Payment depends upon type of picture. Mail photographs to *Rotor* Editor, Peerless Electric Company, 1401 W. Market St., Warren, Ohio.

AUSTIN SLIDE COMPANY, 1403 W. 6th St., Austin 21, Texas, wants 500 original transparencies of monuments and scenes in the various national parks in the United States. From $1 to $5 will be paid for each transparency accepted. Sizes larger than 35 mm are desired, but 35 mm will be purchased if they are exceptionally good.

RELIGIOUS NEWS SERVICE is in the market for inspirational photographs adaptable for cover-page use. Theme of composition must be of nature suitable for religious publications and glossy 8x10 prints desired. From five to ten dollars will be paid for those accepted. Address the Service at 381 Fourth Ave., New York 16, New York.

THE THOMPSON CO., 1146 North Waco, Wichita 5, Kansas, wants 8x10 glossy photographs for photomurals. All subjects are needed, and prints are placed in files from

35MM FILM FRAME NUMBERED

MINIFILM 35MM DAYLIGHT LOADING CARTRIDGE (36 EXP.) FRAME NUMBERED

YOUR CHOICE

- Super XX
- Plus X
- Panatomic X
- Supreme
- Ultra Speed
- Superior #2

65c EACH

Ask your dealer or order direct

35MM BULK FILM

27½ Ft. notched and numbered . . $1.60
50 Ft. numbered 2.75
100 Ft. numbered 5.00

De Luxe Film Loader loads 35mm Cartridges—100 ft. capacity $5.95

35MM FILM, FINE GRAIN DEVELOPED & ENLARGED!

Any 36 Exp. roll of film fine grain processed and each negative enlarged to 3¼x4½ S.W. glossy; also Memo $1.50

Write for free mailing bags and price list.

Univex 1 or Memo Reloads, 65c each!

TO FIT ANY CAMERA

SUNSHADE & COMPLETE FILTER SET

Set consisting of a Yellow, Green & Red Filter as an indispensable aid to improved photography. (Kindly specify make of camera and lens—when ordering.)

Combination Price **$7.75**

4 x 5 CUT FILM **$1.75**

EASTMAN ORTHO X per 2 doz. . . .

(KODAK—ANSCO) ROLL FILM AVAILABLE

127—27c; 120—33c; 116—38c; 620—33c; 616—38c

Minimum Order—3 Rolls

CUT FILM AVAILABLE

6½x9 Fast Orthochromatic (24-20 Weston) Daylight per 2 doz. (outdated) 65c
2¼x3¼ Fast Orthochromatic (24-20 Weston) Daylight per 2 doz. (outdated) 65c
9x12CM Fast Orthochromatic (24-20 Weston) Daylight per 2 doz. (outdated) 65c

SPECIAL SALE!

35 mm Spartus Candid Camera F7.7 Coated Lens, Deluxe Film loader, 100 ft. bulk 35 mm, Reg. Price $22.50

COMB. PRICE **$18.00**

Mail Orders promptly filled—Postpaid or C. O. D.

***Miniature* FILM SUPPLY CO.**

1190-6th Ave., N. Y. C. 19, N. Y.

ARGOFLEX, F4.5 coated lens Reflex and case . . $ 69.85
ARGUS A2, F4.5 coated lens, 35 mm. and case . 29.85
ARGUS C3, F3.5 coated lens, 35 mm 70.33
PERFEX 55, F2.8 coated lens, rangefinder 86.50
KEYSTONE K8, F2.5 coated lens 64.50
REVERE TURRET 8 mm. F2.8 B. & L., coat. lens. 110.00
REVERE 88, 8 mm. F2.5 lens coated 77.50
AMPRO 16 mm. Sound Premier L10, 1000 Watt. 485.75
KEYSTONE A8 PROJ. 750 W. Rev. & Rewind . . 116.00
B. & H. Companion, F2.5 coated lens . . 99.65
B. & H. 16 mm. 179B Sound, 1000 W. 579.60
KEYSTONE R8 PROJ. 500 Watt 74.50
VICTOR 16 mm. 40B Sound, 1000 W. 454.00

MAIL ORDERS PROMPTLY FILLED

YOUR FRIEND IN THE BUSINESS

JACK SCHIFF CAMERA EXCHANGE

55 VESEY ST. NEW YORK 7. BE.3-1151

Color Photo School

IN BEAUTIFUL COLORADO

A week of intensive education in color photography.

- Accommodations at Longspeak Inn, Estes Park, Colorado
- For the advanced amateur and professional Photographer
- Instruction in outdoor color portraiture
- Synchro-Sunlight Color Photography
- Scenic Color Photography
- Excursion Field trips to lake regions
- One shot color camera
- Ektachrome Film
- Approved for Veteran Training under the G.I. Bill
- Write for information

The HOUSE of PHOTOGRAPHY
137 North Topeka Ave., Wichita, Kansas

Solid Rubber

ALL THE WAY THROUGH

ACE

HARD RUBBER TRAYS & TANKS

No coating to chip — no rust — no stains — no contaminated solutions. Tough, impervious hard rubber all the way through. Sizes 4x6 to 20x24 at photoshops everywhere.

Be sure it's genuine **ACE** I-C

HIGHEST CASH PRICES PAID... *write!*

WE BUY --- USED CAMERAS & LENSES

Leica Cameras & Lenses (all models)—Contax Cameras & Lenses — Telephoto Lenses — 8 & 16 MM Movie Cameras & Projectors (sound and silent)—NEEDED AT ONCE

CAPITAL CAMERA EXCHANGE

1003 PENNSYLVANIA AVE. N.W. • WASHINGTON, D. C.

which clients select pictures for photomurals. Copyrights are not wanted, and $3.00 will be paid for photographs used. No pictures will be returned.

BRICK AND CLAY RECORD, 59 E. Van Buren St., Chicago 5, Ill., desires glossy 4x5 (or larger) photographs of modern constructed (built within last five years) factories, hotels, churches, or any structure wherein clay products are used. Photographs may be over-all views or closeups of brick details, and caption material should include names of architects, contractors, and brick manufacturer. Payment is $3 to $5 per photograph on acceptance.

CENTRAL PRESS ASSOCIATION, 1435 East 12th St., Cleveland, Ohio, will purchase spot news and feature photographs of nation-wide interest at $5 each or $3 in a series of more than two. Either negatives or prints may be submitted. Material returned promptly if not usable.

SHERMAN PAPER PRODUCTS, Newton Upper Falls 64, Mass., will buy black-and-white photographs of scenic settings, sports, or human interest shots having seasonal interest appeal for retail store window advertising. Submit any size prints and include return postage.

PAINT LOGIC, 103 East 125th St., New York 35, N. Y., wants photographs dealing with any phase of the paint industry in the following metropolitan areas: New York, including Westchester, Northern New Jersey, Long Island, Western Connecticut, Boston, Buffalo, Cleveland, Pittsburgh, Baltimore, and Philadelphia. Pictures should be sent to Leonard H. Kanter, editor *Paint Logic*.

WABASH PHOTOLAMP CORP., 335 Carroll St., Brooklyn, N. Y., needs good flash pictures for advertising purposes. Most often purchased are those combining wide human interest with technical excellence and artistic composition. All are purchased immediately if accepted, or returned promptly, postage prepaid. Write Advertising Department, Wabash Photolamp Corporation.

WESTERN LIVESTOCK JOURNAL and WESTERN DAIRY JOURNAL, 4500 Downey Road, Los Angeles 11, Calif., are in the market for atmosphere pictures glorifying the western ranch home and the homemaker, for attractive interiors, and exteriors of real western ranch homes (cattle, horse, or dairy ranches), for human interest shots with a ranch appeal, and for photographs showing good ideas for ranch homes or gardens. The payment of from three to five dollars depends on merit and the number of prints used at one time on a single subject.

CORONET MAGAZINE invites contributions of black-and-white vertical photographs of unusual beauty, drama, or general appeal and color shots rich in human interest or beauty. Subject matter is unlimited, and entries must be accompanied by return postage and packaging. Top prices will be paid for reproduction rights and credit will be given. Send photographs to Picture Editor, *Coronet Magazine*, 366 Madison Ave., New York 17, N. Y.

THE NATIONAL BOARD OF FIRE UNDERWRITERS, 85 John St., New York 7, N. Y., wishes to buy dramatic photographs or negatives of fires or fire-fighting. Photographs should be accompanied by caption material stating exact cause of fire, if known, date and location of fire, and amount of damage. Payment will be made promptly and all pictures not accepted will be returned. Send photographs or negatives to J. Wendell Sether, Public Relations Department, at the above address.

PEERLESS SALES CO., Room 904, 1472 Broadway, New York, N. Y., will purchase original 16 mm or 8 mm movie film of sport subjects of any footage, edited or not. Wide distribution and full credit given, and material promptly returned prepaid if not usable.

BRADY DRAKE PHOTO COPY COMPANY, 623 Chestnut St., St. Louis, Mo., wants photographs that can be used to make photo murals for public buildings. Pictures can be scenic, architectural, or landscape. Brady Drake will pay $1 for each negative they keep and $5 every time they use it.

A. DEVANEY, INC., 227 E. 47th St., New York 17, N. Y., can furnish outstanding cameramen with an immediate market for black-and-white negatives and Kodachromes of any subject except spot news and personalities. Immediate payment will be made, and negatives submitted should be 4x5 or larger. Worthwhile material may be handled on royalty.

TOP QUALITY FINISHING AT LOW PRICES!

35 M M Fine Grain Developed, Vaporated 36—3¼x4½ VELOX prints, only. **$1.00**

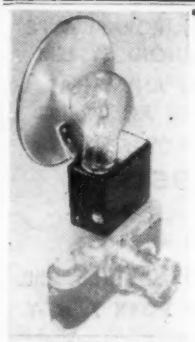
18 exposures.....**65c**; 20 exposures.....**75c**

8 exposure roll developed and printed same size as negative or oversize, only.....**25c**

SMITH PHOTOGRAPHIC SERVICE is a highly perfected service for your films. It is not "assembly line" work. It is a personalized operation done by a select group of workers, trained in modern finishing technique.

FAST Service and quality work guaranteed or your money refunded. Write for sample print, mailers and price list.

SMITH PHOTO STUDIOS
8 Saint John Street — Plains, Pennsylvania



SIMS

Complete flash unit for Leica cameras only

- Instantly attached
- Use ANY bulb designed for focal plane operation
- No test shots necessary
- Operates at shutter speeds as low as 1/60th second
- Extremely compact—slips into pocket
- 6 Volts—4 penlight cells
- $27.50 complete, postpaid in U.S.A.
- Write for circular

Order Through Your Dealer or Direct from
R. A. SIMERL MFG. CO.
33 N. Orchard St., Madison 5, Wis.

Allen Rhyce MASTER SCHOOL and STUDIO - WORKSHOP of MODERN PORTRAIT

PHOTOGRAPHY

A purposely small, intensely personal school and academy of fine and applied photography. • "Eye opening" techniques of modern camera-craft, lighting and dynamic composition. • Glamour *retouching* as practiced by the masters of the profession. Now offered for the first time in the East at moderate tuition fees! • Courses for the serious beginner and advanced amateur. • *Master Courses* for professionals and recent graduates of popular photo-schools in the finer and more subtle aspects of character, glamour and pictorial portrait-making.

314 FAIRFIELD AVENUE — BRIDGEPORT, CONN.
Phone 4-4728

Cameras and Photo Supplies Delivered Direct By Mail Anywhere In Canada

Everything for the Photo-Amateur —Cameras, Meters, Film, Floods, Accessories of all kinds—at very attractive prices. Direct to you by mail. Prompt Free Delivery. All shipments insured. SATISFACTION GUARANTEED or MONEY REFUNDED. Write for our New 1947 Free Catalogue.

Dept. A8 **CAMERAS by MAIL** SHELBURNE ONTARIO

TRANSPARO

Art Corners Clear as Glass

Mount photos, stamps, covers, etc. with complete visibility - removable at will. Order of your dealer - or write Engel Art Corners Mfg. Co.
Dept. 30-V 4711 N. Clark St., Chicago — 15c a boxette of 100

Color Prints 35c

2¼x3¼ 35c — 4x5 mtd $1.00 — 5x7 mtd $2.00

From any Ansco or Kodachrome transparency
Ansco Film Developed 120-620 75c 35MM mtd $1.00
Prompt Service. No C.O.D.'s

Technichrome Lab. — Rockville, Md.

THE PHOTOGRAPHIC MARKET PLACE

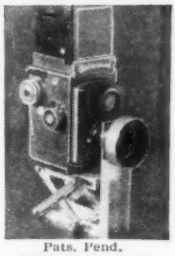
Special!...

1947
ROSE TOURNAMENT

60 Color Slides — $27.50

•

For particulars air mail to
VIKING LENSMEN
4568 Weike Avenue • Bell, California



Pats. Pend.

$17.50 U. S. Tax Paid

Explore New Fields
WITH YOUR TWIN LENS
REFLEX

Make
Copies—no parallax.
Closeups with Portra lenses.
Telephoto shots with Magni Far.
Macrocopies with any microscope.
Flange accepts your regular sunshade and filter holders.
DAPTAFLEX fits any twin lens reflex. Precision made of light-weight alloys.

Give make of camera and include remittance with your order. Sent postpaid in U.S.

CISCO • Cleveland 16, Ohio

GOVERNMENT SURPLUS

PROJECTION LAMPS — 1000W, clear, G.E. Mogul Pf. C 13 fil.....$3.25

REPLENISHER—Agfa Ansco 17A, for use with Agfa Ansco 17, 1 gal. size..... .40

FILM HOLDERS—Cut, 8x10, double..... 6.75

PAPER—Contact 4x5, Cykon, Gd. No. 3, glossy white, 144 sheets (1944 & 1945) .75

Prices Include Postage U.S.A.

Send for our FLYER — TELL US YOUR WANTS

The Abell Distributing Co.
5 E. Biddle Street — Baltimore 2, Maryland

KODAK & CAMERA REPAIRS
Bellows made to order. Specialists on Contax, Leicas, Graflex, movie cameras and projectors.

C. T. MOYSE
40 Years' Experience
108 Fulton St. — New York 7, N. Y.

MORGAN CAMERA SHOP
THE COMPLETE CAMERA STORE
Use the Morgan Flash Guide for Perfect Flash Pictures. Price 25c
Write for a free copy of MORGAN CAMERA NEWS
6262 Sunset Boulevard
HOLLYWOOD 28, CALIF.

PROCESSING SERVICE for PROFESSIONALS

If you are a professional or free-lance photographer our service will save you time and money. Why continue to spend hours in the darkroom?

CROPPING, DODGING and SPOTTING AT NO EXTRA COST.

Write for complete price list today!

WARO ART PHOTOS 112 West 42nd St., Dept. P-21, New York 18, N. Y.

Ok FOR Quality

25¢
2¼ x 3¼ COLOR PRINTS
3x4½—50c 5x7—$1.00
MADE FROM ANY SIZE COLOR FILM

No expensive mounts or advertising plus production improvements make it possible for us to offer color prints of good quality at a reasonable price. Send your next order to us and discover for yourself that a good color print need not be expensive.

Ok Photo

Minimum Order $2.00
RAPID SERVICE

P.O. BOX 1682, LOS ANGELES 36, CALIF.

TRANSPARENCY REPRODUCTIONS BY AVAC
means ***TRUE COLOR***

Every color tone is reproduced accurately by AVAC's craftsmen. Any size duplication can be made, from 35mm to 8x10 originals, using Ansco and Kodachrome. Fast service on all orders and professional processing.

AVAC LABORATORIES
111 N. La Brea Ave., Los Angeles 36, Calif.

DYNAMIC COLOR PRINTS

DYNAMIC X-TRA HARD
2¼x3¼ .45c 5x7 ...$1.75
4x5 ....90c 8x10 .. 2.50
24 HR. SERVICE. APPROX. SIZES

ANSCO COLOR ROLL DEVELOPED 85¢

ROLL DEVELOPED & CONTACT PRINTED **$3.25**
48 HR. SERVICE

DYNAMIC COLOR LABS.
2455-57 PASADENA, DETROIT 6, MICH.

ENLARGEMENTS

HAVE ENLARGEMENTS MADE OF YOUR PRIZED NEGATIVES, QUALITY WORKMANSHIP

4 x 5.... $0.20	3 for..... $0.50	5 for..... $0.75
5 x 7.... .25	3 for..... .65	5 for..... 1.00
8 x 10... .50	3 for..... 1.25	5 for..... 2.00
11 x 14.. 1.00	3 for..... 2.50	5 for..... 4.00

PRICES FOR 3 AND 5 ARE FROM SAME NEGATIVE
WRITE FOR PRICES ON LARGER QUANTITIES.

J-H PHOTO LAB. 4507 W. CONGRESS ST. CHICAGO 24, ILL.

Notice to Customers and Dealers

Your orders swamped us. Expansion, again, enables 3 day service. Still making top quality scenics and display photos for half usual price. Up to 56 ft. long. Guaranteed. Dealers write. Will buy 5x7 and 8x10 negs.

PHOTOMAMMOTH MURALS
12048 Vanowen St., N. Hollywood, Calif.

CAMERA REPAIRS
48 HOUR SERVICE
KODAKS—LEICAS—EVERYTHING
ALL BELLOWS IN STOCK
You Send It—We Fix It—Work Guaranteed
The Mills Photographic Engineering Laboratory
1857 No. Western Ave. — Hollywood 27, Calif.

Learn Professional Photography

In the South's fastest growing school. Glamour portraiture, fashion, industrial and commercial training. School completely equipped and air-conditioned. Placement service. G.I. Approved. New classes forming now. EVERYTHING FURNISHED. Write for brochure.

HOUSTON SCHOOL OF PHOTOGRAPHY
3505 Louisiana St. — Houston, Texas

ARGON PRINTER—$39.50

9x10 contact printer, 20 separate switches and individual argon lights, neon safe lights; flash opal diffusion glass. A real war surplus value.

TORPEDO DIRECTOR SIGHT—$4.50

Rack & pinion assembly, achromatic lens, polaroid filter, packed in plywood carrying case, brand new. Ideal for aligning lenses for F.L. checking. Send for list of war surplus film and paper. All sizes.

ALL MERCHANDISE CARRIES MONEY BACK GUARANTEE

ASSOCIATED SURPLUS CO.
10838 Ventura Blvd., North Hollywood, California

★ CAMERAS REPAIRED ★

48 HOUR SERVICE — Specialists on Robot, Contax, Leica, Rolleiflex, Focal Plane type, press, foreign and domestic.

PETROV PHOTOGRAPHIC TECHNICAL SERVICE
Room 505, Atlantic Bldg. — 930 'F' St., N.W. Washington 4, D. C.

35MM POSITIVE TRANSPARENCIES
1 Roll 36 exposures 50c
3 Rolls $1.40; 6 Rolls $2.50

We will print 35mm. safety film positives from your 35mm. negatives for projection from 2"x2" slides or from the full strip. Returned intact. Fine grain developing of 35mm. negative 25c. Reloaded cartridges of 35mm. film 50c. Vaporating, 5c roll; negative or positive. Catalogue of Stock Slides on request. 36 35mm. Cardboard Slide Mounts, 50c. Special on Gem Jr. Slide File $1.20. FREE MAILERS.

POSITIVE PRINT CO.
129 N. Wood Ave. — Linden, New Jersey

ONLY SPEED-O-COPY
With its Critical Focusing

- Makes a perfect copying machine of your Leica, Contax, Argus C-2 & C-3 & Kodak Ektra.
- Extends and broadens the use of your camera.
- Gives positive accurate ground glass focusing.
- Achieves more perfect results in ANY BRANCH of black and white or color photography.

SEE YOUR DEALER—WRITE FOR FOLDERS

D. PAUL SHULL
Dept PP-8, 240 S. Union Ave., Los Angeles 26, Cal.

---

35 MM DEVELOPED & ENLARGED to 3¼ x 4½
18 Exposures . . 85c
Mercury 72 Exp. $2.50
Mercury 36 Exp. 1.25
FREE Mailer and Price List. Write to—

$1.25 36 Exp.

MANHATTAN PHOTO SERVICE
49 West 27 St. New York 1, N. Y.

YOUR 35mm NEGATIVES
Made Into Positive Slides
Individually mounted, each.....15c
Unmounted (strip), each..... 5c
Min. order $1. (No. C.O.D.) Send money with order direct to

WESTERN SLIDES
1550 HOWARD ST., CHICAGO, ILL.

NEW STANDARDS COVER PAPER SENSITOMETRY

A new American Standard covering the sensitometry of photographic papers is now available for distribution, P. G. Agnew, vice president of the American Standards Association announces.

Agnew announced at the same time a number of other important changes in American Standards in the photographic field which now cover 76 published standards and a total of 113 standards available or in process under ASA procedures.

The new standard on Sensitometry of Photographic Papers (Z38.2.3-1947) is designed to be useful both to the photographic paper manufacturers in control testing and also to the consumer who wishes to make prints without recourse to trial and error.

The new standard climaxes work which began six years ago under ASA's committee Z38 on photography under the sponsorship of the Optical Society of America. This work has now produced characteristic curves of density versus log exposure, which are reproducible, accurate, and significant from the standpoint of practical photography.

The work of subcommittee 2 of the ASA committee on photography (Z38) has developed in the present standard a method of deriving a curve from the following sensitometric data: speed, log-exposure scale, density scale, maximum density, and average gradient.

The log-exposure scale is of value in selecting the paper to be used in printing any negative of known density scale. The speed is used in computing the correct printing exposure.

The log-exposure scale is a measurement of the exposure latitude of the photographic printing paper and has been related statistically to the density scales of the negatives which give satisfactory prints on the paper.

The committee emphasizes that the log-exposure scale in this standard is not a measure of the contrast of paper.

PHOTOGRAPHIC MARKET PLACE Continued

NOW THRILLING

Sound

FOR SILENT PROJECTORS

Economically!

Convert your 16mm silent projector to sound (regardless of make) with Apex Sound Head and Radiofilm Adapter. Our sound equipment is designed to play through your radio...easy to install... and only $59.95!

If you wish a complete sound projector, you'll want our Excel P130 Sound Projector converted to play sound through your radio. Up to the minute perfection. Complete price $150.00 Write for free information.

APEX VIDEO • 12209C Branford St. • Roscoe, Calif.

for COLOR PRINTS

THAT PLEASE THE DISCRIMINATING

***Specify* ALPHA COLOR**

2 x 3.....$0.50	5x7 mtd. ..$2.50
3½ x 4¾.... 1.00	8x10 mtd. .. 4.00
4 x 6 mtd... 1.75	11x14 ..... 9.00

3x3½ (from ½ 35mm only).....70

From all transparencies ½ 35mm to 4" x 5"
No extra charge for cropping.

Each transparency receives individual attention assuring quality prints

Quotations on special and quantity work sent on request.

ALPHA COLOR LABORATORY
1915 N. Kimball Ave., Chicago 47, Ill.

Enroll Now!

- Study photography in the oldest and best-equipped school in the GREAT SOUTHWEST.
- New classes form immediately — Standard and Advanced.
- No Delay. No Red Tape.
- Come to the picturesque Southwest and share its many opportunities.
- Scores of our graduates are succeeding in all parts of the nation.
- Write today for free catalogue that explains everything.

VETERANS: "Uncle" will pay your tuition and subsistence.

Southwest **PHOTO-ARTS** *Institute*
1709 FOREST AVENUE DALLAS 15, TEXAS

INTRODUCTORY OFFER
YORK PHOTO MOUNT FOLDERS

Size of Photo	Description	Price Per 25
2½"x3½"	Cream crash color (Hand finished)	$1.25
2¾"x4½"	Same description as 2½"x3½"	1.25
3½"x5½"	Cream crash or grey tone	1.25
4"x6"	Grey tone	1.50
5"x7"	Grey Marble, Deckle edge, silver bevel edge on cut-out, hand finished	1.60
5"x7"	*Grey Marble covers, Deckle Edge, Bevel Panel embossing on covers and cut-outs, Vertical $1.75; Horizontal	1.90
8"x10"	Same description as *, Vertical $2.25; Horizontal	2.50

MAIL YOUR ORDER TODAY!
YORK PHOTOMOUNTS, INC.
MANUFACTURERS
140 West 22nd St., Dept. P, New York 11, N. Y.

Fine* ENLARGEMENTS *Only

The ULTIMATE in PHOTOFINISHING by PROJECTION for the CRITICAL CAMERA ENTHUSIAST.

- Three Personalized 35MM Finishing Services
- Ultra-Fine Grain Developing
- Prize-Winning Enlargements

Request our Newest Free Folder on quantity Enlargements and Photofinishing Services today!

***Projection Print* PHOTO SERVICE**
P.O. Box 97 Universal City, California
Makers of Fine Enlargements

Watch this page Every Month

for unusual values in Photographic Equipment Supplies and Services

Cable Release Adapter for LEICA **$1.00**

Use any standard release and save dollar on every release you buy. Screws over plunger and is left permanently in place. No loose parts to lose. Will not interfere with finger release. Send cash or money order.

CISCO • CLEVELAND 16, OHIO U.S. Tax and post. paid

16 MM COLOR TITLES

Titles to fit your exacting need in a choice of moving and still backgrounds. For full information write Industrial Research Films—Titling Division—1528 N. Las Palmas, Hollywood 28, Calif.

"E-Z-E CAM-KITS"

Build your own camera at a saving of 4/5 retail cost. Immediate delivery two "E-Z-E CAM-KITS." FP 101-Film Pack Camera 2¼x3¼: Materials, Lens, Shutter parts. Assembly drawings . . . Materials ready to assemble.....$1.79 plus $.25 Excise Tax FP 102-Film Pack Camera 2¼x3¼: Shutter assembled and tested. Lens mounted. Materials. Assembly Drawings . . . . 2 hours assembly work and camera ready to shoot.....$2.98 plus $.35 Excise Tax No C.O.D. or Stamps. Order by number. Send certified check or P. O. Money Order.

CAVERN CITY CAMERA SHOP
319 South Canyon St., Carlsbad, New Mexico

DEVELOPED 35MM ENLARGED

FINE GRAIN DEVELOPED
INDIVIDUAL EXPERT ATTENTION
NO SPECIAL OFFERS
JUST BETTER FINISHING
All Prints Enlarged to 3¼ x 4½
Send Film or Write for Mailers
Windsor Photo Services 408-10 52nd St. Brooklyn 20, N. Y.

—IN THE WEST IT'S "BEST"—
Film Developing and Printing

6 or 8 Exp. 35c
12 or 16 Exp. 60c
Any 35 MM Roll developed and printed Master size **$1.00**

SPECIAL ATTENTION TO SERVICEMEN'S orders from overseas.

Personalized Film Processing in modern laboratory.

Reprints up to 116 **3¢**

BEST PHOTO SERVICE
Box 5250 Met. Sta., Los Angeles
Free Mailers and Price Lists

ADOLPH GASSER
Repair Expert

Compur shutters, Rolleiflex, Contax & Zeiss, Speed Graphic

Custom built-in-flash on all shutters, Leica & Contax

SATISFACTION GUARANTEED

GENERAL CAMERA REPAIR SHOP
278 Post St. San Francisco 8, Calif.

CHILD PHOTOGRAPHERS!

Amateurs and professionals give enthusiastic praise to our amazingly helpful guide sheets. All the knowledge and experience of famous child and baby photographers, condensed into tightly fact-packed, beautifully illustrated instruction sheets. Lighting diagrams, child psychology, poses, backgrounds, filters, camera technique, composition, indoors and out. Complete set, $1.00. C.O.D. orders accepted.

GUIDE-PIX
Dept. PP-2, 147 Fourth Ave., New York City

KON-TAK PRINTER
Everything for Printing Convenience!!

Negative clip, margin guide, air-foam platon pad, mask adjustable up to 4 x 5, pilot light, automatic switch. **PRACTICAL DESIGN!** Quickly set-up with **U-ASSEMBLE KIT** of all **ALUMINUM PARTS**, directions. Uses common type sockets.

KON-TAK KIT postpaid—ONLY $5
MONEY BACK GUARANTEE

HILL MFG. CO. 412 Hamilton, NEOSHO, MO.

Need a new Camera?

We have the latest models, new and used. Certainly we accept trades! Write for our bargain bulletin—it's free.

CERTIFIED PHOTO
4658 N. Damen Ave. Chicago 25, Ill.

NOW! FROM YOUR 2x2 COLOR SLIDES BLACK AND WHITE ENLARGEMENTS...

Double the use of your camera at this low cost!

3 FINE 3¼x4½ ENLARGEMENTS (ONE MOUNTED) PLUS NEGATIVE only **50¢** per slide MINIMUM ORDER $1.00 (Inc. C.O.D.)

Artex Studios Box P-238, Old Chelsea Sta. New York 11, N. Y.

RATES: 30c per word Minimum 10 words

Classified Advertising

NOTICE TO CLASSIFIED ADVERTISERS. Next available issue will be October. Copy must be in our hands before August 1st.

CAMERAS AND EQUIPMENT TO SELL

USED Bargains. Cameras: Kodak Reflex, case, gun, LN, $114.00; Argoflex, case, gun, LN, $69.50; 35mm Argus color camera, ER case, gun, $42.50; Kodak Bantam f4.5, ER case, $39.50; Genuine Speed Graphic, 3¼x5½, 3 holders, FPA, no lens, $54.50; Makina IIS, standard outfit, new Heiland gun, $369.50; Makina II, WA, telephoto, extras, $349.00; Korelle I, f3.5 Cassar, ER case, $119.50; Exacta B, f2.9 Radionar, $124.50; 9x12cm Bergheil, Heliar, compur, Meyer RF, Heiland gun, case, holders, FPA, $179.50; 9x12 Avus, Skopar, compur, case, holders, FPA, $69.50; 9x12 Maximar, Recomar, Avus, etc., case, 3 holders, FPA, no lens, $34.50; Many Stereo cameras—Ideal, Plaubel, Cupido, Heidoscope, Rolleidoscope, Polyscope, Haneel, Ernemann; Super Ikonta C, ER case, $139.50; Ihagee Parvola, f3.5, compur, case, holders, FPA, $84.50; Clarus 35mm, ER case, $99.50; Revere 88, case, $69.50; Supersport Dolly, f2.9, compur, $64.50; Pilot Folding Reflex, f2 Biotar, compur, $149.50; Victor 60 sound projector, $468.00; Natco, $497.00. New Lenses: f4.5 B&L Tessar coated: 12", Betax, $324.00; 10", $160.71; 8½", $112.41; 7½", $90.18; 6¼", $78.23; 5¼", $64.60; 9½", f6.8 Goerz Dagor, Acme Synchro, $249.00; 9½", f4.5 Velostigmat, $161.60; 8¼", f4.5 Velostigmat, coated, Betax, $137.75; 135mm, f4.7 Graflex Optar, coated, Graphex Synchro, $84.50; Graphex "X," $74.50; 127mm, f4.7 Ektar, coated, Supermatic "X," $75.65; Graphex "X," $80.15; 6", f6.8 Goerz Aerotar (Dagor Type), Supermatic, $119.00; 12", f6.3 Ilex Paragon, coated, Acme, $136.00. Wells-Smith, 15 E. Washington St., Chicago 2, Illinois.

USED Graflex Cameras. 5x7 RB home portrait Graflex, FPA, less lens, $195.00; with 10" Tessar or 11" Xenar f4.5, $325.00; with 12" Tessar, in compound, $395.00; 5x7 "B" less lens, $59.50; with 8½" f4.5 KA, FPA, $139.50; 4x5 RB "B," 7½" f4.5 KA, FPA, $119.50; 4x5 RB "Auto," 8½" Tessar f4.5, $199.50; 3¼x4¼ RB "D," 6⅜", f4.5 KA, FPA, $174.50; with FP Synchronizer and Diaphragm control, $199.50; 3¼x4¼" RB "Auto," 8¼" f4.5 Zeiss Tessar, FPA, $295.00; 3¼x4¼ RB "C," 6½" f2.5 Cooke, $199.50; New 2¼x3¼" RB "B," 5" f4.5 coated Ektar, FPA, $157.50; with 5½" f4.5 coated B&L Tessar, $167.50; 10" f5.6 Tele-Optar, coated, for "B," $145.25 new; Magazines, holders, cases available; 3A roll film Graflex, case, no lens, $34.50. Wells-Smith, 15 E. Washington St., Chicago 2, Illinois.

GRAFLEX B, 3¼x4¼, R.B. Kodak f4.5, F.P.A.; Magazine; 2 holders; roll adapter; shade, filter, G.E. meter; case. Like new. $165.00. 720 N. W. 62nd St., Miami, Fla.

PHOTOFINISHERS: Used Pako Print machine and Jumbo doper with six foot belt. Good shape. Crated ready to ship. Storage room needed. Complete at a bargain. Harold's Photography, Sioux Falls, S. Dak.

ROLLEIFLEX Automatic, excellent. With Abbeyflex, Proxar lenses, hood and filters. $375.00. F. F. Wilson, Bad Axe, Mich.

4x5 SPEED Graphic Kodak f4.5 in compur, holder, adapter. $135.00. R. Kirkham, 610 N. Lorraine, Wichita, Kansas.

LEICA II Elmar 3.5, completely overhauled by Leitz last November. Zipper case. $175. Harry Kingston, Rochester 10, N. Y.

CONTAX II f2 Sonnar, like new, eveready case, lensshade, filters, $275.00. Sonnar 1.5 lens, new, Contax mounted, $195.00. Cuesta, 2628 Sunset Dr., Tampa, Fla.

AUTOMATIC Rolleiflex, 4x4 Rolleiflex, Ikoflex 3 and I, Super Baldina, Rolleicord II, Super Ikonta B, Speed Graphic, Medalist I, Contax, several Leicas, Wide Angle, Telephoto and 200mm Telyt lens, Micro Ibso, Nooky, fitted cases, etc., trade. Kirby, 1505 So. Ewing Ave., Dallas 16, Texas.

CAMERA Fans all over the country are quick to realize that Cinarco's faster, friendlier service is that extra something they have been looking for! And your choice of camera equipment can be readily filled from one of the Midwest's most complete stocks of photographic merchandise. We can give prompt delivery on such fine cameras as Speed Graphics, Vokars, Ciroflex, Argus, Kodaks, Perfex, Mercurys, Leicas, Contax, etc. Cinarco is headquarters for all types darkroom equipment and Omega, Solar, Federal, DeJur, Elwood and Sun Ray enlargers, etc. All types studio lighting equipment. Write for Free "Availability Listings." Do it soon! Cinarco Photo Supply, Inc., Davenport, Iowa. "Yours for Better Photography!"

BRAND new Contax II Sonnar f2 coated lens and eveready case and Contameter. Also standard Rollei-Tessar 3.5 and eveready case, like new. Box 133, % Popular Photography.

3¼x4¼ GRAFLEX f4.5 K.A. $60. Thornton-Picard English Reflex cameras 2¼x3¼, 3¼x4¼, 4x5, and 4¾x6½. Telephotos: 12" f4.5 Dallmeyer $135, 13½" f7 Cooke Telar $85, 3" Telexenar in "C" mount $75, Robot II with 3" Telexenar in focusing mount $45, 135mm. Leitz Hektor f4.5, case, $145. Linhofs and Silars with lenses to suit. The Len Lair, 202 Dodge, New Orleans 20, La.

EKTRA 1.9 like new. Complete outfit. Extra back. $600.00. R. E. Burris, 1704 Lincoln Ave., Des Moines, Iowa.

LEICA G Summar f2 lens, eveready case, like new. Will consider Auto-Rollei trade. Box 132, % Popular Photography.

NEW 5x7 Printer $13.80. View cameras, studio stands, reducing backs. Skytower, Box 210-B, Chicago, Illinois.

SPARTUS 35mm camera, new, $12.50. Postcard Graflex with KA f4.5 lens, $87.50. Bolsey 35mm Reflex with f2.9 lens, new, $367.00. Kodak Retina II, factory overhauled with f2.8 lens in compur Rapid, filters, adapter lensshade, case & tripod, $115.00. Kluge model 101A speed light complete, new, $112.50. Perfex 55 coated f2.8 lens, new, $91.00. 16mm Lektro camera model A, new, $128.00. New Solar Autofocus enlarger with coated f4.5 lens, $163.82. 12"x28" Roto print dryer, new, $16.06. SVE model AAA 35mm projector with coated Anastigmat lens, 300 watt bulb with slide changer, film take up & case, new, $80.00. Vokar II 35mm projector, new, $24.50. Voigt 35mm projectors, new, $15.90. Saymont rangefinders, 2½' to infinity, with leather case, new, $9.75. F2.8, 3" Schneider Xenon lens for Korelle Reflex, new, $59.50. F3.5 Cassar lens for Korelle Reflex, like new, $23.50. Rubber lens caps 15c to 75c, send lens mount diameter for quotation. Esdy 35mm slide viewer, 110 volt, new, $7.95. Photo Shop, Orosi Pharmacy, Orosi, Calif.

GRAPHIC. 3¼x4¼ Ann. f4.7 Ektar in supermatic, Graflex flash unit, Kalart rangefinder, $175.00. Hubert Wilmot, 103 Middle St., Waterbury 65, Conn.

SPECIAL wide angle Projection Lenses. F1.9, focal length, 15mm (⅝"), 1" dia. mounting. All optical surfaces coated. Made by Simpson Optical. Will sell single unit or in any quantity up to 650. Ideal for securing large image at short projection distance. Make best offer. Natco, Inc., 505 N. Sacramento Blvd., Chicago 12, Illinois.

PLAUBEL-Makina Anticomar f2.9, CRF, three cut-film holders, FPA, 120-roll, 35mm, G-glass backs, case. Best offer. Perfex-55 f2.8, flash, case $85.00. Universal PC-500 projector, $55.00. All perfect. Wood, 1607 Winona, Tyler, Texas.

LEICA 3-C, f2 50mm Summitar, case, like new, best offer over $295.00. Agfa Karat, Schneider f2.8 Xenar Compur, 1/300, 2 Karats, best offer over $95.00. Medalist II, Synchro Shutter, case, flash, like new, best offer over $230.00. Gus Barr, 1124 N. 2nd St., Abilene, Texas.

S.V.E. Projector model RK, radiant 40x40 screen. Mendelsohn speed gun. All like new. Best offer E. W. Chabert, 528 83rd St., Brooklyn, N. Y.

3¼x4¼ SPEED GRAPHIC, Ektar f4.7 127mm in Supermatic, 4 holders, film pack adapter. Marco Studios, 308 Main St., Lafayette, Ind.

LEICA IIIc f2.0 Summitar, case, new, $298.00. Kay, 934 Judson St., Evansville 13, Ind.

KINE Exakta Telemegor 5.5 15cm, Super Ikonta B. Both LN. Ralph Kirbery, Paterson 2, N. J.

RETINA IIa. Schneider Xenon f2 with case. Like new, best offer. Gaines, 202 E. 8th St., Erie, Pa.

ROLLEIFLEX standard, 6x6, Tessar 3.5 Lens. White, #1 Fox Block, Plymouth, N. H.

ROBOT II f2 Zeiss, Zeiss 140mm telephoto, case, Spotlight 5,000 W. Bardwell McAllister Senior T-19 lamps. The Warren Corp., 901 Ridge Ave., Pittsburgh 12, Pa.

$497 NATCO Sound Projector, latest model, used once. First $390 takes it. Flank, 7011 N. Greenview, Chicago, Illinois.

ALL Like New! Fully Guaranteed! Leica F, Elmar 3.5, $165.00; Leica F, Summar f2, $195.00; Leica F, Xenon 1.5, $295.00; Leica G, Elmar 3.5, $200.00; Leica G, Summar f2, $225.00; Leica G, Xenon 1.5, $315.00; Elmar 35mm, $79.00; Elmar 90mm, $110.00; Hektor 135mm, $135.00; Vidomchrom Finder, $45.00; Contax III, f2, $300.00; Medalist I, $169.00; Miniature Speed Graphic, Ektar 4.5, Kalart Rangefinder, Abbey Flashgun, $179.00. Ace Camera Exchange, 136 East 58th St., New York P-22, N. Y.

KODAK f3.5 Reflex with case, $110.00. James Dolphin, Manchester, Iowa.

AUTO, Rolleiflex, new Abbey gun, shade, filters, case. $325. Box 82, Palmer, Iowa.

KODAK Ektra 1.9 lens, Speed-O-Copy, filters and attachments—a $600.00 value for $475.00. T. O. Willey, Box 528, Oklahoma City, Okla.

ARGUS C-3, perfect condition, $50.00. Komornik, 2038 Bay Ridge Parkway, Brooklyn, N. Y.

ELECTRONIC Photo-flash complete kit including new GE super efficient sealed-beam lamp $34.90. Most complete stock of components in U. S. Lectronic Research, Howell & Hegerman Sts., Philadelphia 24, Pa.

A SPENCER Diffuser improves your pictures. Gives perfectly controlled diffusion with any enlarger. Designed and used by professional photographers. Endorsed by thousands. Money-back guarantee. $1 postpaid. Your dealer or Spencer Company, Mount Vernon, N. Y.

SCIENTIFIC Test Chart now available. You can check your equipment in laboratory fashion. Simple to use. A real photographic assistant. Complete kit, ready to use, only $1.98. Money-back guarantee. Your dealer or Spencer Company, Mount Vernon, N. Y.

REFLEX Owners. Owners of Rolleiflexes, Rolleicords, Argoflexes, Ciroflexes, Eastman Reflex, Superb, etc., need the Flexhood. Extends focusing hood and aids focusing and composition. Thousands in use. Deluxe model $1 postpaid. Guaranteed. Your dealer or Spencer Company, Mount Vernon, N. Y.

GRAPHIC Users! A Slideklip will hold your slide securely. Get one today, only 35 cents complete. Fits Busch-Pressman. Your dealer or Spencer Company, Mount Vernon, N. Y.

CONTAX, Leica, Lenses, Equip., Lenses for Graphic and View. Hard to get items. Swap. Send for free list. Horton Photo, 115 N. Main, Santa Ana, Calif.

LATEST Models Cameras. Projectors traded for your old models. What have you? We buy anything. "Cameramen," 542P 5th Ave., New York 19, N. Y.

DIRECT Positive Cameras for 1½x2 Photos, $129.50; for 2½x3½ Photos, $134.50; for 3x5 Photos, $176.50; F.O.B. Baltimore. Immediate delivery. Fully guaranteed. International Sales Co., 414 E. Baltimore St., Baltimore 2, Md.

CAMERA Prices Slashed! Free list (stamp appreciated) Seymour's, 101-P Sherman Ave., New York 34, N. Y.

SAVE Dealer's Profit! Latest bargain-packed Directory, 25c. "Camera," 126-P Lexington Ave., New York 16, N. Y.

CANADIANS. We have a complete stock of American and Foreign cameras, lenses, enlargers and supplies for amateur and professional photographers. No catalogues, write your needs. Simon's Camera Exchange, 11 Craig West, Montreal, Que., Canada.

SURPLUS Film Hangers, 4x5, stainless steel. 37c each; check or money order. Tintype, 8687 Melrose Ave., Hollywood 46, Calif.

PHOTOSTAMP camera for sale. Perfect condition. Philip Edelman, 317 E. 21st St., New York 10, N. Y.

VOIGTLANDER Superb, f3.5 Heliar, feet, flashgun, case, accessories, like new, $160. Ralph Altman, 4827 Ellis, Chicago 15, Ill.

EKTRA f1.9, 35-50-90mm lenses, 3 cases, flash, hilo finder, like new, $650 or best offer. Americo Grasso, 727½ Aldine, Chicago 13, Illinois.

3¼x4¼ RB AUTO Graflex 18cm. Tessar, synchronizer, accessories. Gibson, 4233 S. Pleasant, Minneapolis 9, Minn.

SLIGHTLY used Marshall Densitometer. Will sacrifice to best offer. Anro Studios, 410 S. Michigan Ave., Chicago 5, Illinois.

FACTORY seconds of the "Testrip" exposure meter for perfectly exposed enlargements. Mechanically perfect but slightly discolored. $1.35 postpaid. Kent-Hall Products, 1280-Y Commonwealth Ave., New York 60, N. Y.

EXCELLENT 5x7 Home Portrait Graflex with 4x5 Reducing back and 2—12 septum Magazines, $175.00. J. Jacobson, 2009 Perrine St., Lafayette, Ind.

IKOFLEX III E.R. case; Automatic Rolleiflex E.R. Case, flash, filter, sunshade-Bayonet mount. Both excellent. Box 140, % Popular Photography.

USED cameras and equipment for sale or trade. Monthly bulletin. Particulars free. Write Photo-Ads, Box 807-P, Highland Park, Ill.

MEDALIST, flash, accessories, $300 or best offer. Jack Lasersohn, Walnut St., Harrisburg, Illinois.

STROBO flash, new Wabash studio A.C. model, $140.00 with bulb. Zoltan Henczel Studios, Westport, Conn.

KODACHROME 35mm, 20 exposure, fresh, $2.45. New Graflex gun, $32.00. Focuspot, $11.50. Box 138, % Popular Photography.

BOOMSTANDS, Tripods, Heads, Dollys. Lowest prices. Salesman wanted. Atlas, 1619 Glendale Blvd., Los Angeles 26, Calif.

IS Photography your Hobby? Don't miss these excellent buys: 2¼x3¼ Speed Graphic, BL Tessar f4.5 compur, rangefinder, like new, $175; 2¼x3¼ Graphic, Ektar f4.5 coated, rangefinder, Graflex gun, l.n., $215; 2¼x3¼ Busch Pressman f4.5 Kodak Anastigmat, rangefinder, new, $150; 2¼x 3¼ BJ Press f4.5 coated Wollensak Rapax, rangefinder, gun, case, new, $200; 4x5 BJ Press f4.5 Steinheil compur, gun, $110; 2¼x3¼ Thornton Pickard Reflex f4.5 Tessar, F.P.A., roll-film adapter, holders, case, $130; 9x12cm Miroflex f4.5 Tessar, accessories, l.n., $145; 9x12cm Standard Linhoff, 15cm Tessar 4.5 compur, $150; 9x12cm Avus f4.5 Skopar, accessories, $75; 6x9cm Recomar, $60; Agfa Karat f3.5 compur, case, $45; Robot II Biotar f2, $140; Weltini II f2.8 Xenar, $135; ½VP Dolly f2 Xenon, $69.50; Wirgin Reflex f4.5 flashgun, $52.50; Rolleiflex f4.5 Tessar, case, $125; Argoflex, case, Speedgun, $69.50; 4x5 Nu-Vue, display model, $65; 15cm Xenar f3.5 compur, $100; 13.5cm Tessar f4.5 Press compur l.n., $95; 19cm Tessar f3.5 with 5x7 aerial camera, $125; 18" f4 Verito in Studio shutter, $80; 135mm Leitz Hektor f4.5, $125; 3" f2.9 Cassar in Ibsor, $30. Many more used cameras. 10-day trial with money back guarantee. Nearly complete stock of new Bell & Howell, Kodak, Argus, Ansco, Revere, Perfex, Bolex, Wollensak and all better photographic products. See our ad in Display Section. Write your needs. Hobby Camera Store, 134 N. Wells St., Chicago 6, Illinois.

1250 EASEL mounts. Special, $6.00 per 100. Wylie Studio, Lake Wales, Fla.

CANADIANS. We have on hand a complete assortment of Leica, Contax, Contaflex, Rolleiflex, Rolleicord, Exakta, Medalist, Super Ikontas, Robot, Korelle, Busch Precision Pressman, Speed Graphic and many other cameras. Movie cameras and projectors. Leica and Contax Lenses. Enlargers, exposure meters, tripods and all other accessories. Also complete assortment of cameras, lenses, and equipment for Professional Photographers. No catalog; write your needs. Simon's Camera Exchange, 11 Craig St. West, Montreal, Que., Canada.

RB AUTO Graflex, 4x5, Zeiss Tessar 25cm, FPA, magazine. Bob Richardson, 102 W. Elder Ave., Floral Park, N. Y.

GRAPHIC View, 4x5, new 8" coated Ektar lens, case, holder. $200 takes. F. L. Ortiz, 1049 E. Conway St., Milwaukee 7, Wis.

LEICA IIIc, Summitar f2, 90mm Elmar, Vidom finder, angular finder, case, gadget bag, extras. $500 takes. F. L. Ortiz, 1049 E. Conway St., Milwaukee 7, Wis.

NEW Speed-O-Copy for Contax nine inch extensions, cost $72.00. Price $57.50 or best offer. G. L. Jessup, Woodland, Calif.

AIR Forces Surplus Lens. New f1.9 Achromatic. 3.6" focal length. Barrel mount. 2⅜" diameter. 2½" long. Perfect for 35mm projector, enlarger, viewer, view camera. Only $5.00 postpaid. Government inspector sealed package. Robert C. Moyer, 129 Bertha Ave., Donora, Pa.

B&H 35mm movie w/w.a., 2", 6", many spare parts, 1500' film. High bid takes. Leica 3B f2 Summar, like new, w/rapid wind, case. Central Camera Clinic, Stevens Point, Wis.

MINOX, excellent, $135; German hand (aerial) Kammer, (80mm perforated film) practically new, $235; Atom camera, Zeiss Tessar f4.5, compur, excellent, $55; 16mm Magazine load, electric drive movie camera (heavy duty model), trade for 8mm projector; Zeiss Miroflex, Tessar f4.5 (16.5 cm), FPA, case, filter, $119; Zeiss Ikon 35mm movie camera, Tessar f2.7 (focusing mount), Magazines, $68. Box 136, % Popular Photography.

LEICA lenses: 85mm coated Zeiss Sonnar f.2 coupled for Leica; 50mm coated Xenon, Summitar, Summar and Elmar; coated 135mm Hektor; 135mm and 165mm Zeiss Biotessar f2.8 mounted for Leica. Valoy enlarger. Leitz flashgun. Kovir slide printer. Gnome and VIII-S projectors. Other Leica items. Free list. Harvey, 2386 Morris Ave., Bronx 53, N. Y.

VISITING Canada? We have stocks of new Rolleiflex Automats with f3.5 Zeiss Tessar lens and Eveready carrying case at $268.00. Also new Rolleicords, Model II, with f3.5 Zeiss Triotar lens and Eveready case at $155.00. A limited number only. Lockhart's Camera Exchange (Established 1916), 384 Bay St., Toronto, Canada.

PRIMAFLEX 2¼x2¼", single reflex, 1/1000th, case, no lens. Perfect. Harvey, 2386 Morris Ave., Bronx 53, N. Y.

SUPER Ikonta B, f2.8, feet, case, absolutely like new, $210. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

LENSES, filters, etc., from War Surplus. List free. F. Siefke, Box 18, Sta. E, Buffalo, N. Y.

LEICA IIIC Elmar or Summitar; Elmar 3.5, 5cm; Elmar 4, 9cm; Hektor 4.5, 13.5cm; Xenar 2.8, 10.5cm & 1.5, 5cm, for Leica, not coupled. Chrome vidom finder, all "new" Biotar 1.5, 7.5cm for Exakta, like new. Best offer. Box 138, Elmont, N. Y.

LINHOF Technika 9x12, Steinheil 4x5, 15cm in Compur, Tele-Xenar 5.5, 30cm in Compur, II CFH, FPA. All new. Best offer. Box 138, Elmont, N. Y.

USED Equipment: Century Multiple camera, kits, plate holder, $75.00; 5" Wollensak f6.3 enlarging Velostigmat, $20.00; Argus micrograin focusing easel, $10.00; Argus speed printer, $12.00; 11x14 adjustable enlarger easel, $5.00; 5x7 View camera "Seneca Black Beauty," $25.00. C. K. Lahman, Ida Grove, Iowa.

AUTOMATIC Rolleiflex, $275.00. Tele Magnar lens, $150.00. Plate back and accessories, $30.00. Proxars, $15.00. Box 137, % Popular Photography.

MERCURY II f2.7, case, sunshade, filter, flash attachment. Like brand new. $82.00. James Lamm, Box 351, Mount Airy, N. C.

BRAND new cameras, Kodak Reflex, f3.5, coated, $120.42; Kodak Cine Model 25, f2.7, coated, $58.33; Kodak 35, coated, f3.5, coupled RF, $80.81; Argoflex camera and case, $61.00; Argus C3 and case, $61.00. Bell Camera Co., Inc., 9405 5th Ave., Brooklyn 9, N. Y.

SPARE film magazines & spools for Leica cameras. 250 exposure model. Available now. Fred Werner, 6211 S. Damen Ave., Chicago 36, Illinois.

1c SALE. Complete kit all standard make parts for action-stopping 1/10000th second electronic strobo flash, 10,000 brilliant shots equal #5 bulb (a lot of bulbs) $39.49 (plus $6.25 tax.) We factory assemble and beautifully finish with standard guarantee for 1c additional. Rush $45.75 (or $10, balance C.O.D.) for completed unit. Quentin Products Company, West Salem, Ill.

10 in. ZEISS Tessar f4.5 in Betax Shutter, new, $195.00. 12 in. Zeiss Tessar f4.5, used, in new Betax Shutter, also with new barrel, $275.00. Woodrow Wilson, 1153 Walker Ave., Winston-Salem 7, N. C.

MERCURY II, accessories, perfect. Write, Anderson, 108 South Olive, Abilene, Kans.

CONTAX I with Sonnar 1.5 lens, $275.00. 35mm Simmons Omega Enlarger with Simmons 3.5 lens, $90.00. C. A. Cates, Box 44, Decatur, Texas.

LEICA 3C Summitar f2, $335. Leica 3C Elmar f3.5, $225.00. Both brand new and coated. Inspection. Drawer 381, Cullman, Ala.

I WILL buy your 5"x7" or 8"x10" camera regardless of condition, or any lens you might have. Describe fully. State price. You say it I will pay it. W. K. Crosson, 4515 Grand River, Detroit 8, Mich.

TRADE in your old equipment on a new Perfex DeLuxe 35mm camera with coated f2.8 lens or new Clarus 35mm with coated f2.8 lens. Also used Perfex Clarus, and Mercury II. Satisfaction guaranteed. Panhandle Cameras, Scottsbluff, Nebr.

LEICA 3A, Summar, chrome, for extra good Super Ikonta B. Box 287, Ponca City, Okla.

GARY Camera Company has in stock enlargers, tripods, telephoto lenses, cameras to 8x10, spotlights, projectors, exposure meters, Graflex equipment. You name it—we may have it. Mail orders filled promptly or visit us. Gary Camera Company, 619 Washington, Gary, Indiana.

REVERE, Keystone, Eastman and Ansco still and movie cameras, projectors, film and accessories. Conner Films, Port Clinton, Ohio.

KORELLE II Reflex, f2.8 Tessar, case, $145. Emile Devolder, 21 Oakvale Road, Waban, Mass.

SIEMENS 16mm Busch Glauker 2.8 lens, case and two magazines of Dupont film. Super Sport Dolly Meyer Trioplan 2.9. Make an offer on either. N. Negelspach, 332 Lincoln, Lima, Ohio.

CONTAX III f1.5, case, shade, filters, etc. as new. John Daly, 118 Post Ave., New York 34, N. Y.

RETINA I. Ektar coated 3.5, about new, $70. R. Vail, Warwick, N. Y.

LEICA, German, IIIB, f2 Summar, filter, case, L.N. condition, $225.00. T. J. Kidd, 100 Main, Newtown, Ohio.

USED—8x10 View, 5x7 Back, B&L Wide Angle 8¼ Dagor, Studio Camera 12" Dagor, Pako Printer, Presto Printer, 8x10 Tanks, 5x7 Hangers, 6" Dagor Compur Rapid, 4x5 View, Boom Spot 4x5 Graphic Outfit, 6" Tessar. Everett, 54 S. King, Hampton, Va.

CAMERAS AND EQUIPMENT WANTED

SLIGHTLY used late model 16mm sound and silent projector. Write complete details. 410 Mutual Building, Richmond 19, Virginia.

LINHOF Technika 5x7 outfit, complete or partial wanted, also 10x15cm. O. H. Covey, 2054 Fairburn Ave., W. Los Angeles 25, Calif.

STEREO camera wanted. Also roll back 6x13 Gaumont. L. Olsen, R1, Hoosick Falls, N. Y.

MITCHELL, Bell & Howell, DeVry 35mm Motion picture cameras. Also, all types 16mm sound recorders, cameras, Cine specials and laboratory equipment. The Camera Mart, 70 W. 45th St., New York, N. Y.

LEICA, Contax or Rolleiflex. Mr. Morris, 172 Martine Ave., White Plains, N. Y.

GERMAN Leica camera. Can also use full set of lenses. Johnny Fortune, 215 W. 90th St., Apt. 11-C, New York 24, N. Y.

BARGAINS Galore. Buy, sell, trade. Sample copy 25c. Used Camera Beacon, (4) 1214 N. W. 30th, Oklahoma City 6, Okla.

TOP price for 16mm Magazine Kodak or B&H. A. Rich, 645 W. End Ave., New York 25, N. Y.

SEND us your camera today. Will send certified check by airmail immediately. Items held 10 days for your approval of our price. Free estimates—Trade-ins. Highest prices in the U. S. for photo equipment. "Cleveland's Camera Super-Market," Rotbart and Reitman, 1900 East 9th St., Cleveland 14, Ohio.

CONTAX camera or complete outfit. L. Rednal, 890 Sixth Ave., New York 1, N. Y.

HIGHEST Prices Paid for Leica, Contax, Rolleiflex, Rollfilm, Reflex, Movie Cameras, Projectors. Ace Camera Exchange, 136 E. 58th St., New York 22, N. Y.

CASH! Cameras wanted. Highest cash prices paid always. We also buy projectors, lenses, enlargers, microscopes, etc. George Levine & Sons Co., 55 Bromfield St., Boston 8, Mass.

WANTED for Export: Cine Special; will also accept extra lenses and accessories. Camera Utilities, Inc., 890 Ave. of the Americas, New York, N. Y.

CASH! Spot cash for cameras, lenses, binoculars, movie or still, sound projectors. Send full description by mail, or wire for prompt cash offer. Over 30 years of dependability insures honorable dealings. Bass Camera Company, 179 West Madison Street, Chicago, Ill.

TOP cash prices paid for cameras and lenses. Alfred Bass, 51 Second Street, San Francisco 5, Calif.

WANTED: 35 mm Leica or Contax Outfit. Write giving all details. Box 829, % Popular Photography, Empire State Bldg., New York, N. Y.

LOOKING for Auto Rolleiflex, Standard Rolleiflex, Ikoflex II or III, or any good 2¼x2¼ Reflex. Box 830, % Popular Photography, Empire State Bldg., New York, N. Y.

WANT telephoto and wide angle lenses for Contax Camera. Box 831, % Popular Photography, Empire State Bldg., New York, N. Y.

NEED good 35mm Camera. Write in full. Box 832, % Popular Photography, Empire State Bldg., New York, N. Y.

WANTED: Super Ikonta "B" or "C" Special. Will consider Super Ikonta "A." Box 833, % Popular Photography, Empire State Bldg., New York, N. Y.

WANTED: Plaubel Makinas, all models. William Kandell, 15 E. 39th St., New York 16, N. Y.

INTERESTED in Contax Lens Mounts, damaged or otherwise, for f2 Sonnar 8.5cm and f6.3 Tessar 18cm. F. B. Schlentz, 11982 Mayfield Ave., Los Angeles 24, Calif.

HOW I buy cameras: describe what you have, set price, I answer the day I receive your letter; I prefer clean cameras worth, $75 to $500. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

KORELLE Reflex II f2.8 case and accessories. Reply with complete details to J. R. Whitehead, 2146 W. 108th Place, Chicago, Ill.

LEICA or Contax and Speed Graphic. Silverstein, 933 E. 48th St., Brooklyn 3, N. Y.

USED Cameras wanted. Dowling's, 570 Fifth Ave., New York, N. Y.

COMPANY wants to make contacts with person or firms to buy flashbulbs and cut film at wholesale prices. Box 141, % Popular Photography.

MOVIE EQUIPMENT

CINE Special f1.9-f2.7, 2½" telephoto Revere 8mm projector Model 85, case, new. The Warren Corp., 901 Ridge Ave., Pittsburgh, Pa.

DEVRY 16mm cameras, projectors. Complete sales films, splicers, reels, cement, etc. 10c stamps, write: Empire Movie Supply, Keyser, W. Va.

MOVIE Fans! You can expect courteous service and prompt delivery when dealing with Cinarco! Midwest's most complete stock of movie-making equipment, including Bell & Howell, Revere, Keystone, DeJur, Ampro, Cinklox, Bolex, Universal and Kodak 8-16mm movie cameras and projectors. Sound projectors—Bell & Howell, Ampro, Natco, Victor, Kodascope, Movie-Mite, etc.—immediate delivery. Da-Lite and Radiant projection screens. Write for "Availability Listings." Cinarco Photo Supply, Inc., Davenport, Iowa. "Yours for Better Photography."

SOUND projector, few months old, silent & sound speeds, case, new condition, $335.00. Ralph Altman, 4827 Ellis, Chicago 15, Ill.

NEED a sound projector? I can save you money. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

BOLEX H-16, f1.5 Luxor, frame counter, new condition, $285. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

FILM—Movetone is back. It's Weston 12, non-halation. Free Processing—100 ft. 16mm, $3.25; 25 ft. Double 88, $1.50. Bulk film without processing—100 ft. 16mm, $2.25; Double 88, $2.15. Free circulars. Fromader Genera, Davenport 6, Iowa.

TALKIES: It's easy to convert your silent 16mm projector into sound with our complete set of instructions and blue prints on how to make your own sound adapter at an unbelievably low cost. If you lean toward mechanics and machining you will find no more enjoyable and practical hobby than constructing your own Apex Sound Adapter. Guaranteed results on any 16mm silent projector. Take advantage of this wonderful offer by one of Hollywood's most eminent sound technicians. Send $1.50 today to Apex Video Co., 12209A Branford St., Roscoe, Calif.

MOVIE Cameras! 16mm electric, magazine-loading, famous mfrs. With telescopic optical viewfinder, famous-make f3.5 anastigmat lens, battery, coupling cord and automatic release. Value over $200. Complete, ready-to-operate, only $55.00. 100% satisfaction—Money Back Guarantee! Order today! Free booklet. Quality Movie Film: Panchromatic—Weston 32 16mm 50′ magazine $3.25, 100′ $4.50, 50′ $2.40, double 8mm 25′ $2.15; Semi-Ortho—Weston 8 16mm 100′ $2.85, 50′ $1.75, double 8mm 25′ $1.55. Free Processing. Fotoshop, Inc., Room 23, 18 E. 42nd St., New York City, N. Y.

8mm MAGAZINE Movie Camera, 5 speeds, Turret, f2.5 coated lens, all brand new, $89.50. C. P. Seymour, 101 Sherman Ave., New York 34, N. Y.

16mm VICTOR 40B Sound Projector. Excellent mechanical condition and appearance, $295. Gamerman's, 3816 Eastern Ave., Baltimore 24, Md.

MOVIE FILMS
Rented—Sold—Exchanged

FREE Movie Bargain List. Statewide, 168 E. Main, Waterbury, Conn.

MOVIES. Over 200 names where to obtain free, silent, sound, color films. Motion Picture Educational Society, 1308 Connecticut Ave., Washington 6, D. C.

8-16MM FILMS. Sales, low rental rates. Large list, kodachrome sample, dime. Warrington Films, 1418 Knecht Ave., Halethorpe 27, Md.

OWNERS of home movie projectors. Project outstanding home movie production, Free. Send postal card immediately. Movies, Hamilton 4, Ohio.

FREE discount catalogue. All latest 8-16mm silent, sound releases. 2-3c stamps. Sales-exchanges. North Shore Film Distributors, 133 Main St., Port Washington 1, N. Y.

MISS America, 1946. Projection length test film, $1.00. Complete editions. 8mm 50 ft. Kodachrome, $7.50. Black-white, $2.00. 16mm 100 ft. Kodachrome $14.75. Black-white, $4.00. 43 subject color catalog, 25c. World In Color, Box 392B, Elmira, New York.

MOVIE Film at Tremendous Savings! Kodak Super X, Weston 32, Government stock. Tested—unconditionally guaranteed. 16mm—100 ft., $1.95; 50 ft., 98c; 50 ft. Magazine, $1.35. Double 8mm—25 ft., 75c. Processing extra—50 ft., 75c; 100 ft., $1.00; 25 ft., 8mm, 75c. Fast Service! Photo Surplus Sales, Box A-2, 12 Duane St., New York 23, N. Y.

HOME movies since 1929. No-Wat-Ka, 257 Main Ave., Passaic, N. J.

EXCITING Films—Bullfights, Movie Stunts. Unusual subjects. Send only dime for sample film and Special List. Exciting Films, 1071-D, El Centro, Hollywood, California.

GUARANTEED fresh anti-halo outdoor movie film! Weston 12! Daylight loading! Processing free. Three spools double 8mm, $3.45! Six single 8mm for Univex, $4.60; Postpaid! Catalog. ESO-S 828-H West 39th, Kansas City 2, Mo.

SHOW on a reel, 8-16mm, sound films. Still and movie cameras, projectors, supplies. Penny postcard will bring catalog with sensational values on all equipment and movie features. Flatbush Camera Center, 66 Westminster Rd., Brooklyn 18, N. Y.

GUARANTEED film, Weston 50! (50 ft.) 16mm $1.74. 25 ft. (88) $1.45. Free processing! MK Photo, 451 Continental, Detroit 14, Mich.

RARE 8-16mm. Silent-sound films. International, 2120 Strauss, Brooklyn, N. Y.

CIRCUS Girl, Sensational spectacle of beauty and glamour. 100 feet, 16mm. $5.00, color, $15.00. 50 feet, 8 mm. $3.00, color $8.00. Payne Picture Productions, Miramar Building, San Pedro, Calif.

UNUSUAL home movies; travel, adventure, sports, comedies. Silent-sound. Many film bargains. Big illustrated 1947 catalog, sample—dime. Audet, Box 6520HC, Philadelphia 38, Pa.

UNIQUE Novelty Movies (8mm-16mm). Sports, Musicals, Nite Club Acts, Thrillers, Beautiful Models, Finest Reel Entertainment. Color slides, photos. Catalog with refund coupon 25c. Jack Proctor Co., Box 161, Boston (Melrose 76), Mass.

SOMETHING new! Send postal for Film-A-Month exchange plans. 8-16mm Exchange, 21126 Greenview, Detroit 19, Mich., Dept. Y.

NEW 16mm sound Hollywood musical features, $7.50 per reel. Send for free list. Box 127, % Popular Photography.

TERRIFIC savings: Home movie films. Odel's, 138 Tehama, Brooklyn 18, N. Y.

AGENTS sell lowest price 16mm sound projector. Big commission. Box 128, % Popular Photography.

COLOR Shorts, 16mm only. 100′ Kodachrome, $15.00. Write for list. Wurtele Films, Box 504, Orlando, Florida.

8-16mm FILMS exchanged, swapped. Details free. Glendale Film Exchange, 78-37 85th St. Glendale 27, N. Y.

8MM-16MM Films, equipment. Send stamp for list. Elizabethport Photo Supply, 106 Franklin Street, Elizabeth, N. J.

8MM-16MM Films. Equipment. Bargains! Towers, 935 North Fortieth, Philadelphia 4, Pa.

SOUND films, unusual subjects, special discounts. Eastern Film Supply Co., 2B Westminster Rd., Baldwin, N. Y.

"SURPRISE" assortment 8mm colorful titles! $1 postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

AWE inspiring, gigantic struggle for life. "Cobra vs. Mongoose." 16mm complete, $7.50, 8mm complete, $4.50. Sherwood Pictures, the "House of Hits," 789 St. Marks Ave., Brooklyn 13, N. Y.

DEALERS and Wholesale Users: Fresh Ansco 16mm 100′ movie film. Black and White, $5.25; Color, $7.00—minimum order, six rolls. 8x10 Wedding albums—sample shipped anywhere in U. S., $2.25 postpaid. Heavy Kraft negative envelopes, 4x5, $4.00 M; 5x7, $5.00 M. Royal #1 full 120 candid camera, $2.67 net. War Surplus Eastman Hypo, D-76, DK—20-45% off. FOB Baltimore. Gamerman's, 3816 Eastern Ave., Baltimore 24, Md.

ART Films: 50′ 8mm, $3.49; 100′ 16mm, $5.50, 100′ 16mm sound, $6.75. 16mm viewer with 50 art poses, $1.00—100 extra poses, $1.00. Bruno Kit with six 3x4 art negatives, $2.98. 35mm Kodachrome art slides, 3 for $1.00, latest releases. Fresh Ansco 20 exposure 35mm Color Film, 3 rolls for $4.50. No COD's, please include postage. Gamerman's, 3816 Eastern Ave., Baltimore 24, Md.

WE buy, sell, swap and splice 8-16mm silent-sound home movies. Superior Film Service, P.O. Box 713, Troy, N. Y.

ATTENTION Projector Owners. Exchange 8-16mm films 25c. 50c. Free Details. Swap, Box 247-P, Toms River, N. J.

SEND for free bargain catalog on 8mm, 16mm & sound, subjects, and Specialty films. Tremendous savings on cameras, projectors, and equipment. World Wide Camera Service, Suite 1606, 200 W. 34th St., New York, N. Y.

PHOTO FINISHING

EXPERT oil coloring, 8x10, $2.00; smaller, $1.50. 11x14, $2.00; $.50 extra head. Rates to studios. Specify color. Remit with order. Swartout Studios, Color Department, 127 East Main St., Kent, Ohio.

NATURAL Color Prints, from any size transparency. 3¼x4¼, 65c; 5x7, $2.00; 8x10, $3.00. Color Studios, 1126 10th, Des Moines 14, Iowa.

PHOTOGRAPHS—Negatives retouched. Copying, enlarging, oil coloring. Price list. K. Gordon, 404 E. Melbourne Ave., Silver Spring, Md.

ENLARGEMENTS, doubleweight matte, 4x5, 15c; 5x7, 20c; 8x10, 40c; singleweight glossy, 4x5 10c; 5x7, 15c; 8x10, 30c. Negatives only please. Aphoton Labs, Dept. A, 2520 E. McGraw, Seattle 2, Wash.

ENLARGEMENTS 16x20 or 14x17, $1.65. 4 day guaranteed service. Add 35c postage. Chilton Studios, Box 1342 University Station, Charlottesville, Va.

ENLARGEMENTS, excellent quality, double weight paper 5x7, 25c; 8x10, 50c; 11x14, $1.00. Austins Darkroom, Church St. Station, Box 873, New York 8, N. Y.

ENLARGEMENTS from your favorite negatives on double weight matte paper. Cropping and vignetting as per your instructions. 5x7, 35c; 8x10, 60c; 11x14, $1.00. Toning, 25c extra each print. Oil coloring, 5x7, 75c; 8x10, $1.00; 11x14, $1.50. Please remit with order. Belfi Photo Studio, 1317 Plymouth Rd., Cleveland 9, Ohio.

ARTISTIC hand oil coloring. 5x7, $1.00; 8x10, $1.60. 24 hr. service. Frankel Studios, 1144 President St., Brooklyn 25, N. Y.

8 HOUR service. Your 8 exposure roll developed and printed jumbo or regular size 30c. All regular prints deckled. 12 exposure rolls 40c, 16 exposures 60c, 36 exposures $1.00. Reprints jumbo or regular 4c each. All film developed fine grain. Workmanship, materials, and 8 hour service guaranteed throughout. A new 5 day color service. Wallet size pictures from your transparency in true to life color 60c. 4x5 in folder $1.00. Ansco Color film processed $1.00. Custom Photo Service, Box 567, San Francisco 1, Calif.

8 EXPOSURE roll developed. Prints enlarged, thirty cents. 16 exp. fifty cents. Chas. Henderson, R.R. 10, Box 421, Cincinnati 27, Ohio.

RETOUCHING. Professional results. Quick Service. Satisfaction guaranteed. 60c per head. J. Ervin, 409 S. Adams, Arlington, Va.

FLORIDA Residents. Complete photo finishing service. Film available. Write for mailing bags, price list. Miller-Wallace, 220 Sunrise Ave., Palm Beach, Florida.

BRILLIANT enlargements from negatives. Doubleweight bromide paper. 5x7—35c; 8x10—60c; 11x14—$1.00. Forest Photo Service, Box 132, Hawthorne, N. J.

COLOR contact prints. From professional Kodachrome, Ansco color or Ektachrome. 2¼x3¼, 2 for $1.00. 4x5, $1.00. 5x7, $2.00. Ansco Color & Ektachrome processing. 3 day service. Minimum order $1.00. Courtesy to dealers. Andrews Color Laboratories, 2891 University Ave., San Diego 4, Calif.

ANSCO color roll film developed & one color contact print of each, 8 exposures, $4.50; 12 exposures, $6.25; Reprints, 50c each. B-2 & 35mm slides enlarged 2X, 60c. 3X, 85c. Mounted $1.00. 5X, $2.00. 3 day service. Minimum order, $1.00. Courtesy to dealers. Andrews Color Laboratory, 2891 University Ave., San Diego 4, Calif.

MINIATURE Negatives, 2¼x3¼ or smaller enlarged. 5x7, 25c; 8x10, 50c; 11x14, $1.00. Dollar order minimum. Filan, P.O. Box 211, Chicago 90, Illinois.

PLASTIC Statuettes. Finest design ever offered. You make them and make money. Illustrated folder free. Statuette Craft, 8448 Grand River, Detroit 4, Mich.

ENLARGEMENTS of your prized negatives. 5x7, 25c; 8x10, 50c. Beautifully oil colored, 75c additional. Copy a treasured picture, 50c. Finishing 6 or 8 exposure roll, 30c. Additional prints, 4c each. Ace Photo Studios, P. O. Box 5366, Cleveland 1, Ohio.

QUALITY Enlargements. 5x7, 10c; 8x10, 25c. Oil coloring, 50c. National Film Service, 3111 West Tuscarawas St., Canton 3, Ohio.

SPECIAL—50 reprints $1.00. Suburban Studio, 1410-P Bond, Rockford, Ill.

BEAUTIFULLY made enlargements 4x6—20c, 5x7—25c, 8x10—40c, 11x14—75c, 8x10 Etchcraft Panel, 60c, 11x14 Etchcraft Panel, 95c. Satisfaction guaranteed. Projection Specialty Co., Box 690, Stamford, Conn.

COLOR Prints and Enlargements. Made from any positive color transparency. ½-35mm. to 8x10. Prompt service. 2¼x3¼ unmounted, 60c; 3x4 in folder, 80c; 4x5 in folder, $1.50; 5x7 in folder, $2.75; 8x10 in folder, $5.00. Outstanding quality from experienced craftsmen's individual attention to every print. Leave transparencies with your local Color Craft agent, or if none, mail directly to: Color Craft, Inc., 2651 Connecticut Ave., Washington 6, D. C.

ENLARGEMENTS: 5x7, 15c; 8x10, 30c. Negative only. Please remit with order. J. Chvatal, 11 Filbert St., Valley Stream, N. Y.

DOUBLE size prints from 8X roll, 30c. Reprints, 3c. Thrifty Films, Box 688, Station H, Los Angeles 44, Calif.

NEGATIVE retouching, etching, prices on request. K. Gordon, 404 E. Melbourne Ave., Silver Spring, Maryland.

INTRODUCTORY offer. Mounted salon enlargements. As per instructions. 8x10, $2.00; 11x14, $2.75. Salon Print Service, 1826 S. Kedzie Ave., Chicago 23, Ill.

EKTACHROME to 4 by 5 expertly processed. 25c per sheet. Goshen Color Laboratories. Box 564, Goshen, Ind.

ENLARGEMENTS that please. Expert workmanship. 5x7, 25c; 8x10, 35c; 11x14, 90c. Write for price list. Crumley's Photo Place, 1637 42nd St., Birmingham 8, Ala.

ENLARGEMENTS 5x7, 60c; 8x10, $1. Try our quality enlargements. Enlarging Service, P.O. Box 922, Pittsfield 1, Mass.

8 PRINTS all enlarged to nearly postcard size from your roll or negatives 25c; 16—50c. (Trial offer.) Willard Studios. Box 3536-M, Cleveland, Ohio.

6 OR 8 Exp. roll finished. Jumbo, 30c. Reprints 3c. National Photo Service, Room 210. 20 Nebraska St., Providence 5, R. I.

ENLARGEMENTS. 5x7, 25c; 8x10, 50c. On orders for 6 or more, 10% off. Crites Photo Service, P.O. Box 147, Tuscarawas, Ohio.

YOUR favorite negative enlarged and oil colored to your specification by professionals. 8x10, $2.00; 5x7, $1.50; 3x5, $1.00. Black and white 8x10, 75c; 5x7, 50c. Shamrock Photos, 2610 University Ave., San Diego 4, Calif.

PRINTS enlarged 3¼x4½. 35mm (36 exposures) $1.00. 18 Exp. 60c. 16 Exp. Split 50c. 8 Exp. 30c. Reprints 3½c. Holly Finishers, Box 625A, Succasunna, N. J.

EKTACHROME, Ansco color films processed. Dye transfer, Printon prints, 8x10 to 14x17. Send card for mailing bag and prices. Spectra Print Co., 427 W. National Ave., Milwaukee 4, Wis.

EKTACHROME Processing. 2¼x3¼, 6.5x9cm 40c each. 3¼x4¼, 9x12cm, 4x5 50c each. 5x7 70c each. 120-620 $1.00 per roll. Substantial discount on quantity orders. Dealers wanted. Prompt service. Truetone Color Laboratory, 191 Stonecliff Drive, Rochester 12, N. Y.

PROMPT enlarging service. Doubleweight, 8x10, 50c. 3 from same negative, $1.00. Cliff Kelley, 81 Perkins St., Brockton 21, Mass.

TRY our negative retouching for better success. Our service includes etching, opaquing and new coccine. Romnay Studio, 9 East Ave., Rochester 4, N. Y.

EXPERT retouching and restorations. Prompt service. R. Daly, Box 91, Ansonia Station, New York 23, N. Y.

PHOTO SUPPLIES

CONTACT Printing Paper. 35mm-250 feet hermetically sealed in airtight cans, outdated but guaranteed. From surplus. 2 for $3.00 postpaid. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

WEDDING—Baby Albums enhance photographs. Free literature. Aabalton's, 131 W. 42nd St., New York 18, N. Y.

KODAK Automatic Tray Siphons. Brand new, from surplus, original Eastman packaging. Regularly $5.95, our special price, $4.25 postpaid. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

PHOTOGRAPHIC Supplies since 1929. No-Wat-Ka, 257 Main Ave., Passaic, N. J.

GRAFLEX 4x5 Magazines, new improved type. Brand new, in original packaging, from surplus. Unlimited quantity. Our price $23.30 postpaid. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

ATTENTION!! Amateur-Professional photographers. Hard to get guaranteed original unretouched negatives from Hollywood's Art Center of Hollywood's "Top" Models. 2¼x3¼—$1.50 or 4 for $5.00. 4x5's—$2.00 or 3 for $5.00. Gorgeous Color transparencies $4.50 each or 3 for $11.50. Our customers are well pleased. Ernest Edwards, Inc., P.O. Box 1987, Hollywood 28, Calif.

LIGHT-TIGHT Changing Bags. Large enough for handling up to 8x10 films. A fortunate purchase from surplus enables us to offer them at only $5.95 postpaid. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

STUDIOS, photographers, save 30% on paper. Send for catalog and samples. P. O. Box 103, Malden, Mass.

GENUINE Redwood Frames. 5x7, 7x9, 8x10. Handrubbed wax finish. Sold far below actual cost. Any size 3 for $1.00 postpaid. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

CONTACT paper 10x10 single weight No. 2. Government surplus, guaranteed good or money refunded. $2.00 per gross. Mid-West Photo, 3824 W. Florissant, St. Louis 7, Mo.

HIGH Class Metal Frames, in silver or gold finish, vertical or horizontal, for miniature size, 5x7 size and 8x10 size Photos, $12.00 per dozen F.O.B. Baltimore. Doubles, $2.60 each; Triples $3.90 each. Plastic Easel Frames, for 5x7 Photo, $5.75 per dozen; for 8x10, $10.00 dozen. Largest stocks, also of leatherette, glass and wooden frames. Lowest prices. Immediate delivery. International Sales Co., 414 E. Baltimore St., Baltimore 2, Md.

GRAFLEX Backs 4x5. Convert your camera to a Graflex type and use standard Graflex holders, adapters and film magazines. Specially priced from surplus; Brand new, $11.75. Focusing Panel, $7.50. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

SAVE up to 34% on New Rolls, Cut Film, cameras. Write, explaining things you want. Our buyer can help you. Camera Shop, Albany, Wis.

35mm FILM from Surplus. Your choice of emulsions, all tropical packing. Outdated, but fully guaranteed. Eastman, Ansco, Dupont. 100', $1.98. 200', $3.75. 400', $6.75. 1000', $16.75. Include postage. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

BEAUTIFY your enlarged shots with fine metal mounts. Fit any size picture. $1.00 each, $10.00 dozen. Metal Photo Mounts, 8154¼ Beechwood, South Gate, Calif.

FILM Pack Adaptors 2¼x3¼ $3.95, shipped prepaid. Cash with order. Inquire for details. C. L. Robbins, 1530 Spence St., Los Angeles 23, Calif.

WANT Pictures that are "Out of This World"? Try our Infra-Red Special. 4x5 Infra Red cut film, tropical pack, outdated but guaranteed. $1.49 per 2 dozen. 35mm Infra Red 36 exposure cartridges, 3 for $2.50. 100' 35mm Infra-Red film, outdated but guaranteed, $2.00 postpaid. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

16mm MAGAZINES, from government surplus. For Kodak, Bell & Howell, GSAP, Lektro and similar cameras. Load your own film into these magazines, easily and simply and Save Money. As many as you want, only $1.00 each. Also, loaded with 50' 16mm Negative Film, $1.49 each. 50' Negative Film on cores, ready for loading into the empty magazines, 50 Weston, without processing. 75c each, 12 for $7.50. Rush your order now in time for the summer shooting season. Delta Photo Supply, 690-F Third Ave., New York 17, N. Y.

INSTRUCTION

ATTENTION gadget makers, make your own speedflash with easy to get parts from your Radio store. Send 50 cents, no stamps, for complete plans and list of parts. Gilbert Freundl, 2958A N. Fratney St., Milwaukee 12, Wis.

CORRESPONDENCE courses and self-instruction books slightly used. Sold, rented, exchanged. All subjects. Satisfaction guaranteed. Cash paid for used courses. Complete information and 100-page illustrated bargain catalog free! Write Nelson Co., Dept. 30, Chicago 5, Ill.

VETERANS, complete your photographic training in approved Texas school. Everything furnished. Excellent facilities; graduate instructors. Courses for civilian students. Write for details. Southwest Photo-Arts Institute, 2010 N. Lamar, Dallas 1, Texas.

NOW Available. Special Post-Graduate Courses in Photography. Complete your photographic training under Master Teachers in the Southwest's leading professional school. Civilians, write for folder C-1. Veterans, write for folder V-2. Southwest Photo-Arts Institute, 1709 Forest Ave., Dallas 15, Texas.

PHOTOGRAPHY for pleasure or profit. Learn at home. Practical basic training. Long established school. Write for booklet. American School of Photography, 1315 Michigan, Dept. 2251, Chicago 5, Ill.

OIL coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 1315 Michigan, Dept. 2251, Chicago 5, Ill.

EX G. I.'s or civilians. Learn Photography. 9 months' general—3 months' special. Equipped for color. Write Cline School of Photography, 729 Cherry St., Chattanooga, Tenn.

PROFESSIONAL Photography—Fundamental and Advanced. Select. Approved G.I. Training; Civilians. University School of Photography, 6810 Snider Plaza, Dallas 5, Texas.

INCOME in professional photography—spare time, full time. Tested methods, results Now. Write for details—see what other students say! Bunnell Studio School, Box 1066, Richmond, Calif.

SCHOOL—Devoted exclusively to Color. Ektachrome. Dye transfer. Courses designed by former Eastman technician using training methods proven by Eastman Kodak in training their own technicians. Concentrated courses from two days to two weeks. Approved for G.I. training. House of Photography, 137 N. Topeka Ave., Wichita 2, Kansas.

PRIVATE instruction in portraiture, negative retouching, airbrush work in black & white, color. Write Eugene Hogan, 77 W. 46th St., New York City.

VETERANS learn photography in the best equipped school in the Southwest. G.I. approved. Everything furnished. Enter immediately. No waiting. We assist you in securing living accommodations. We help you to earn money while completing your course. Ft. Worth School of Photography, 622 Hemphill St., Ft. Worth, Texas.

PHOTOGRAPHY, Commercial Art, and other professional courses. Approved training, G.I. Bill. Southwestern Institute of Arts, 657 Jordan Street, Shreveport, La.

TRICKS, Tips and Ideas for creating clever, distinctive Christmas Photo-Cards. Start planning now! Complete, illustrated, instruction folio, $1.00 (bill). PicTrix, 1215 Rosedale Drive, Dayton 7, Ohio.

BUILD your own speedflash. Plans now available for either the portable unit using rechargeable batteries or the three lamp AC model. Both units are designed to operate the powerful Amglo Lamps. Either set of plans, $1.00 Postpaid. Mercury Engineering, 8801 John Ave., Los Angeles 2, Calif.

LEARN Portrait retouching by mail. Silburn Retouching Studio, Box 3152 East Colfax Station, Denver 3, Colo.

TWELVE Plans for a photography business of your own. One dollar. Franklin Publications, Box 634, Lowell, Mass.

SITUATIONS WANTED

VETERAN, fully equipped and experienced, accepts assignments any place in south. Box 116, % Popular Photography.

TINTING. Done at home. Experienced. Photos or scenery. Samples submitted on supplied prints. Virginia Templeton, Irasburg, Vt.

HELP WANTED

PERMANENT positions with future for men with good knowledge photography and sales ability. Retail sales, outside selling, and stock control. Large, well established, fast growing organization. Write age, education, past earnings and details of photographic and sales experience to Bleitz Camera Co., 5338 Hollywood Blvd., Hollywood 27, Calif.

CAMERA REPAIRS

KODAK and foreign camera repairs to trade, individuals. Bellows, shutters, finders, winding keys, etc., repaired in week. Neat efficient service. William Meyerowitz, 1205 Findlay Ave., Bronx 56, N. Y. Apt. 21B.

CUSTOM rebuilding—repairing—all types cameras. Bellows replaced—from Bantam to 8x10 and enlargers. Bellows made to order. Compur shutters repaired. Photographic equipment serviced and repaired. Backs for all types view cameras made to order. Authorized repairmen for Kalart equipment. Qualified repairmen for Graphic cameras. Amico Camera Company, 131 Genesee St., Utica 2, N. Y.

BELLOWS Custom made for any camera or enlarger. Ten day service on all standard and foreign equipment. From $3.50 (127 size). For prompt, courteous service send cameras to Colorado Bellows Service, 1513 Tremont Pl., Denver, 2, Colo. Your inquiries are invited regarding professional bellows replacement.

PRECISION repairs Foreign & Domestic cameras—Rolleiflex Specialists—lowest price. Kodak—Ansco—Argus repairs. Bellows made and installed. Prompt and guaranteed service. Techni-Service Co., 146 E. 44th St., New York 17, N. Y.

EXPOSURE meters repaired, adjusted to restore original accuracy. Genuine factory parts. Prompt service on all makes. Consolidated Instrument Lab., 976 St. Paul St., Denver 6, Colo.

CAMERAS Repaired. Specialists on Robot, Contax, Leica, Rolleiflex, Focal Plane type, Press, Foreign and Domestic. Send insured to: Midtown Optical & Camera Service Co., 101 West 47th St., New York 19, N. Y.

BELLOWS installed, 127—$3.00, 120—$3.75, 116—$4.00, guaranteed 5 years. Every size in stock. Estimates given. Terms to trade, 24 hr. service. Complete repairs on all domestic, foreign cameras and shutters. All types flash and rangefinders installed and synched. Camera Repair Service of San Diego, 454 Spreckels Bldg., San Diego 1, Calif.

CAMERA and binocular repairs. Foreign and domestic makes. No Japanese. Official Kalart service station, complete line Eastman, Ansco, Graphic bellows and parts. Heiland flash guns. We offer special Leica flash synchronizer quick service. Estimates given immediately. Lenses for coating accepted. Discounts, price list to dealers only. MacCollister and Campbell, 437 Balboa St., San Francisco 18, Calif.

EXAKTA specialist. Work guaranteed. Estimates given. Send insured to Williams Repair Service, P.O. Box 184, Vancouver, Wash.

SPECIALISTS in Graphics, foreign, and domestic cameras. Custom rebuilding, recementing, refocusing, bellows, lensboards, flanges made to order. Rangefinders repaired, installed. Flash sync. Stereoscopic. Contract orders accepted. Chicago Camera Specialists, Stevens Bldg., 17 N. State St., Room 1609, Chicago 2, Illinois. Dea. 5538.

A COMPLETE camera repair service for the Southeast. Specializing in Graphic and Graflex cameras. Price list available to dealers. Jacksons' Camera Store, 132 S. Miami Ave., Miami 36, Fla.

GUARANTEED repairing for the discriminating photographer. Factory trained specialist on Korelle and Foth cameras. Synchronizers built into Korelles, Contaxes, and Leicas. B&V Camera Repair Service, 22 E. Van Buren, Chicago 4, Illinois.

48 HOUR camera repair service. Kodaks, Leicas, Bellows, everything. Work guaranteed. "You send it, we fix it." The Mills Photographic Engineering Laboratory, 1857 North Western Ave., Hollywood 27, Calif.

ALL makes photo-electric exposure meters repaired. Estimate on receipt of meter if requested. Adair & Rhamstine, 303 Beaubien St., Detroit 26, Michigan.

BELLOWS, 127 to 116, $3.50. Foreign & domestic, portrait & enlarger. Old style bellows, all inserted & estimate given. Shutter repair, box Kodak, folding cameras. Nothing too large, nothing too small. Quick service. Mail cameras to: Presto Camera Repair, 130 Ferguson Rd., Dallas 10, Texas, T. I. Hodges, Owner.

ALL make cameras expertly repaired. Accessories installed to factory specifications. Compur, Focal Plane shutters and Aerial Cameras repaired by factory trained mechanic. Graflex, Eastman and Ansco Repair Parts Dealer. Harold C. Levie, 108 W. Fayette St., Baltimore 1, Md.

MISCELLANEOUS

DISTRIBUTORS wanted for unusual $2.98 photographic product. Up to 200% profit! Write for details. Levine's, 15-ZD, Boulevard Station, New York 59, N. Y.

DISTINGUISHED Lucite wedding, baby-albums, Lucite picture frames. Novelties of Distinction, 131 W. 42nd St., New York 18, N. Y.

MAKE X-ray mirrors. Chemicals available. Formula, $15.00. Box 134, % Popular Photography.

$88 PHOTOGRAPHY course $50. William F. Haynes, 25 Fuller Court, Springfield, Mass.

DATE Reminder service, price list 7c. Millie, 404 E. Melbourne Ave., Silver Spring, Md.

COLORSLIDE Club. This month 12 pictures of the expansive City of the Angels, Los Angeles, California, plus album, story. Members $3.50, non-members $5.00. Colorslide Club, Box 3003, Hollywood 28, Calif.

WILLIAMSBURG, Virginia. Beautiful Kodachrome 2x2 slides of this Colonial City. Collection includes, Capitol, Public Gaol, Governor's Palace and Garden, etc. Free list. Box 1407, Williamsburg, Va.

INVENTORS—Patent Laws encourage the development of inventions. Write for further particulars as to patent protection and procedure and "Invention Record" form at once. No obligation. McMorrow, Berman & Davidson, Registered Patent Attorneys, 244-B Victor Building, Washington 1, D. C.

MAGAZINES—Business, Vocational, Diversion. Current single copies. Choice over 850 periodicals. All fields. Free price list. Commercial Engraving Publishing Co., 34D North Ritter, Indianapolis 19, Ind.

100 MODEL'S agreement forms, 100 photographic release forms, $1.00. Castle, 2107 East Ninth, Brooklyn 23, N. Y.

KODACHROME slides "Conquered Japan" list, three sample slides, $1.00. Associated Photographers, 317 Twiggs St., Tampa, Fla.

NATIONAL Geographic Magazines. 1888-1946. Any issue. Periodical Service, Box 327-P, Swarthmore, Pa.

COLOR Slides: Travel, Nature, etc. List and sample, 30c. Kelly Choda, Box 1539P, Santa Fe, New Mexico.

KODACHROME slides of Monterey Peninsula, California Missions, Redwood trees, San Francisco, Lake Arrowhead, Grand Canyon, Rose Parade. Free list, 200 subjects. Wm. L. Morgan, P. O. Box 174, Monterey, Calif.

ANSCO Color Slides. Hundreds of new and beautiful Art subjects, Scenics, etc. Sample and List, 30c. Pacific Color Slide Co., P. O. Box 305, W. Los Angeles 25, Calif.

BEAUTIFUL Kodachrome Slide and lists, 25c. Slide Supply Service, 3111 W. Tuscarawas, Canton 2, Ohio.

PHOTOGRAPHERS, your name cleverly drawn in cartoon 8x10, $1.00. Scott's Studio, Somerville, Tennessee.

2x2 SLIDES from your negatives mounted 15c, unmounted 10c. Duane Stebbins, Box 62, Agawam, Mass.

MAGAZINES (back dated) foreign, domestic, arts. Books, Booklets, subscriptions, pin-ups, etc. Catalogs 10c (refunded). Cicerone's, 863 First Ave., New York 17, N. Y.

ART Calendars. 1948 beauties! Sample and list, 25c. Secor, 131 W. 42nd St., New York 18, N. Y.

ART Negatives and prints of Hollywood cover and calendar girls in full figure poses. All negatives original and guaranteed. You will be pleased to see the variety and originality of each pose. Always something new upon your repeat order. Negative size 2¼x3¼, $1.50 each, or 4 for $5.00. 4x5, $2.00, or 3 for $5.00. Glossy or matte prints, 8x10, $1.00; 5x7, 50c; 4x5, 35c. Catalogue unavailable due to perpetual turnover. Special prices for quantity orders. Sample negative $1.25. Lindee's Photographers, 4625 S. Western Ave., Los Angeles 37, Calif.

FILM Winders. Superbly improved model for quick winding film on to spare spools. Accommodates any size film or spools. Available now. Fred Werner, 6211 S. Damen Ave., Chicago 36, Illinois.

McKEON'S "Bromide Toner." Simple, single solution bromide paper toning agent. 8 oz., $1.00. Sulphur Products Co., Inc., Greensburg 10, Pa.

ART Negatives. Why buy when we supply at fraction of cost. Rental plan, 8 negatives, 7 days, $2. Specimen prints 25c each. Postal Service only. Miller, 6815-A Willoughby, Hollywood 38, Calif.

CRYSTAL Clear negative or print clips—lucite with plated steel spring. 1 dozen, $1.10 postpaid. Ann Hart Specialties, Box 908, Alexandria, Va.

YOUR good shots deserve new design hardwood frames, attractive finish, for black and whites, colors. Prints instantly interchangeable. 11x14, $1.95; 8x10, $1.65; 5x7, $1.35. Camera clubs investigate. Sontag Wood Frames, Lakefield, Minn.

100% or more. No investment. Handle top quality Foto Stamps. Amazing, glossy photographs in gummed-back stamp form. Steady business year round. Free samples and particulars. American Foto Stamp Co., 103 E. 125th St. (Dept. 202) New York 35, N. Y.

STUDIO and camera shop, good location, population 40,000, film finishing, photo engraving. Hobby shop and record bar paying rent. Price $14,000. Only bona fide prospects need answer. Box 139, % Popular Photography

50% REDUCTION — Negatives — original, unretouched. Hollywood models. Unusual, artistic lighting. Limited half-price offer! 2¼x3¼, 8 for $5.00, 4x5, 6 for $5.00. 10% discount on $25 orders. Catalog unavailable, as we are constantly shooting new models. Write today, while this offer lasts. Sample Neg. $1.00. We are the originators of this service to professionals and amateurs. Hollywood Photo Shop, Dept. P., Box 2909, Hollywood 28, Calif.

ARTISTIC Studies from our original negatives. Unusual lighting. Hollywood models and cover girls. Finest studies in the world. Sample size 4x5, 4 for $1.00, 10 for $2.00, 30 for $5.00. Sizes up to 30"x40". Hollywood Photo Shop, Dept. L, Box 2909, Hollywood 28, Calif.

"THE Camera Digest," coming soon! A complete photographic encyclopedia in one volume! Not a catalog, but an amazing new reference-buying guide. All current Cameras, Projectors, Exposure Meters, Flash Synchronizers, Contact Printers, Enlargers and accessories brilliantly illustrated, complete specifications. No glorified advertising copy or high pressure claims to mislead you. Authoritative, down-to-earth articles on selection, use and care of photographic equipment by America's top experts! Giant size (8½"x11"), 160 fact-filled pages, 18 informative sections. Reserve your limited 1st Edition copy now for early delivery. Send check or money order today for only $1.25 postpaid. Money-back guarantee. Klein's Sporting Goods, 227 W. Washington, Dept. CP, Chicago 6, Illinois.

RUDOLPH VALENTINO—The Great Lover. Limited number of beautifully toned 8x10 portraits of the First Immortal of the Movies in all his famous roles, $1.00 each, 3 for $2.00. Collector's items. Box 117, % Popular Photography.

HAVE you a camera? Improve your hobby of photography and learn how to make better pictures. Write today for our latest book catalog and sample copy of American Photography, containing articles and pictures by the world's foremost writers and photographers. Camera House, 602, 353 Newbury St., Boston 15, Mass.

KODACHROME slides of Munich and Bavaria. Also, butterflies. Free catalog. Allen's Studio, 2715 Beverly, Gary, Indiana.

SCENIC Samoa. Fifteen glossy 3¼x4¼ prints. One dollar. Roy A. Oakley, Route One, Gallatin, Tenn.

ALASKA Kodachrome slides, three for dollar. Trebor, Moose Pass, Alaska.

WANTED: Photographic Oil-color work. Studio prints preferred. Zola Schudel, North Loup, Nebraska.

INVENTORS: Test the commercial value of your patented or unpatented inventions, quickly and inexpensively. Write for free information. Institute of American Inventors, Dept. 118, 1926 Eye St., N.W., Washington 6, D. C.

STUDIO Photographic Backgrounds, Black & White or Color. Any size, prices 30c to 55c per square foot. Send for catalogue. Colonial Studios, 249 Fitch St., Syracuse 4, N. Y.

CHRISTMAS card agents! New, exclusive, patented children's linenette books. Four books in attractive packet retails 50c. Sample on approval. Also cut-out valentine assortment. Elmcraft Card Co., 5928 South Western, Chicago 36, Ill.

CONSERVATIVE oil paintings made from photographs, Kodachromes or life, miniatures a specialty. G. V. Tiemann, Artist, 2047 Bissell St., Chicago 14, Illinois.

MANUFACTURERS Closeout. 10K Solid Gold men's birthstone rings. Regularly, $15.00—$7.50 taxpaid. $27.50 onyx and initial rings, $11.95. Your money back if you can duplicate this bargain anywhere. Please give finger size, birthstone, or initial. Gamerman's, 3816 Eastern Ave., Baltimore 24, Md.

SIXTY letterheads, forty envelopes, neatly printed, complete $1. Box 135, % Popular Photography.

SLIDELABELS. Identify your slides, avoid upside-down projection. Gummed, perforated strips. 100 labels, 15c; 200, 25c. Intemann, 220 Hutton, Jersey City 7, N. J.

FLORIDA in Kodachrome. Over 5,000 slide subjects. Send 50c for two samples and catalog. Pasco Roberts Studios, Box 728, St. Petersburg, Fla.

BEAUTIFUL fashion, artists' and photographers' models, as photographed in our studios. Glamorous, poised, attractive. Each one highlighted by our experts. Mounted in loose leaf folder book. Sent to reputable amateur, professional artists and photographers. Mail $1.50 with order. Colonial Modeling Studios, 249 Fitch St., Syracuse 4, N. Y.

RAYONS. Amazing values. By-The-Yard. From the converter to you. Write B&M Textiles, 415 E. 26th St., PP, Paterson 4, N. J.

NOW available for the first time, negatives from the personal files of one of Hollywood's best photographers. These surpass by far anything yet offered to serious minded photographers and art students. Original negatives and satisfaction guaranteed. Prices: 4x5, $2.00 each; 3 for $5.00; 8x10, $3.00 each, 4 for $10.00. Hobby Mart, Dept. R, Box 815, Los Angeles 35, Calif.

HOLLYWOOD Model Studies! For advanced amateur, professional Artists-Photographers & Sincere Students of lighting, posing & composition . . . Negs, $1.00. Prints 8x10—75c; 5x7—35c; 4x5—25c, smaller contacts 10c & 15c. Minimum order $5.00. (State type of legitimate art studies desired and your Photo or Art experience). "Hollywood Model Directory." Artists-Photogs Casting Guide of Available Photogenic Talent. Professional Phone Lists-Descriptions & Photos of Active Models (10) $1.00. Terms . . . Cash with order. Enclose stamped addressed return envelope to "Photo-Art," 601 S. Vermont Ave., Los Angeles 5, Calif. Rental Studios by Hour, Day . . . Groups, Private. FA. 4516.

HOLLYWOOD Sights glamorous kodachromes, Hollywood at Vine, Studios, Earl Carroll's, Grauman's Chinese, Ciro's, others, each 50c airmailed, money-back satisfaction. Free catalog. Ja'pert Slides, 5037 Fulton, Van Nuys, Calif.

NAGASAKI A-bomb destruction pictures. 20 clear 4x5 original prints. $2.50. Many others. Gilbert, 1538 Veteran, Los Angeles, Calif.

BEAUTIFUL Girls—in natural poses on 2x2 color slides 2—$1.00, 12—$5.00; glossy, unretouched. 4x5 Black and Whites 8—$1.00, 32—$3.50; all different! Visual Slides Company, Dept. P, 1265 Broadway, New York 1, N. Y.

NOTICE!
In replying to Box Numbers, be sure to address letters to
POPULAR PHOTOGRAPHY
185 N. Wabash Ave., Chicago 1, Ill.
Note! This does not apply to Box Numbers where City and State are shown.

Now Available!
VOLUME 31
LITTLE TECHNICAL LIBRARY PHOTOGRAPHIC SERIES
• • •
LIGHTING YOUR PICTURES
By DON MOHLER

Here is the book designed to help you solve your lighting problem—to help you make better pictures.

It is a *must* for the amateur who wants to know the simple fundamentals of lighting, how many lights to use and why, when and how to use reflectors or diffusers, and other valuable, useful information. Profusely illustrated; handy pocket-size—an excellent addition to your photographic library.

95¢ *at book or camera stores, or direct from*

LITTLE TECHNICAL LIBRARY
185 N. Wabash Ave. • Chicago 1, Ill.

PREPARE NOW FOR THE FUTURE

LEARN PHOTOGRAPHY

IMMEDIATE ENROLLMENT AVAILABLE

at the modernly equipped

Connecticut Academy of Photography INC.

12-Week Courses including Fundamentals, Illustration, Commercial, Portrait and Fashion. Co-educational! Individual method of instruction by expertly trained photographers and technicians.

AN ACCREDITED SCHOOL FOR VETERANS
WRITE NOW FOR PAMPHLET C-810

CONNECTICUT ACADEMY of PHOTOGRAPHY, Inc.

P. O. BOX 348 SUNSET RIDGE DRIVE
EAST HARTFORD, CONN.

Change Distant Shots to Close-Ups

with the NEW, Coated

DOME CINE TELEXAR

Here is an amazing telephoto lens, constructed for unexcelled optical performance. The Dome Telexar doubles the focal length of your 8mm movie lens without affecting the speed of the lens. Precision coating and a built-in sun shade eliminate all danger of glare and fuzziness.

Available for Kodak, Revere, Bell & Howell, Keystone, Perflex, Cinemaster, Cinklox, Briskin and other movie cameras.

ONLY $24.50 including tax

At your dealer or write for FREE Circular

AMPCO AMERICAN PHOTO INDUSTRIES CO. INC.

460 Fourth Ave., New York 16, N.Y.

"Improving Photography with New & Improved Products"

NO EXTRA CHARGE CARTRIDGE REFILL
35 M. M. 36 EXPOSURES

DEVELOPED – Fine Grain Processed
ENLARGED – Beautifully to 3¼ x 4¼
and RELOADED

$1.35 FOR ALL

18 EXPOSURES PROCESSED AND CARTRIDGE REFILLED FOR $1.00
- WRITE FOR MAILING BAG AND COMPLETE PRICE LIST -

HUB Mail Film Service ESSEX STA., BOX A BOSTON 12, MASS.

INDEX OF *Advertisers*

AUG. 1947

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

ADVERTISER	PAGE NO.
AFP Distributors	174
Abell Distributing Co., The	181
Acme-Lite Mfg. Co.	17
Acra Instruments	148
Advertising Displays, Inc.	166
Air Photo Supply Company	136
A'Lann Photo Labs.	189
Alburger Research Products Co.	168
Allen's Photo Finishing	114
Alpha Color Laboratory	182
Amateur Fotographic Services, Inc.	140
Amberg File & Index Co.	150
American Bolex Company, Inc.	9, 130
American Hard Rubber Company	180
American Masterpieces	167
American Photo Industries Co., Inc.	188
American School of Photography	145
American Studios	158
Ampro Corporation	125
Anken Film Company, Inc.	15
Ansco	Second Cover
Antonelli School of Photography	178
Apex Video	182
Archer School of Photography, Fred	108
Arel	7, 128
Aremac Camera, Co., Inc.	6
Argus, Inc.	87
Artex Studios	182
Associated Surplus Co.	181
Astoria Photo Service	168
Automobile Insurance Company	189
Avae Laboratories	181
Baltimore Institute of Photography, Inc.	155
Bass, Alfred	100
Bass Camera Co.	158
Beacon Cameras	39
Bell & Howell Company	190
Bell's Photo Laboratory	167
Benson & Company, A. L.	172
Best Photo Service	182
Beta Photo Laboratories	178
Better Films	124
Better Pictures	155
Bleitz Camera Co.	112
Bloom's Camera Center	90
Boylston Camera Exchange	134
Brady Drake Photo Copy Co.	158
Brand Camera Company	144
Broadway Camera Exchange	138
Brooks Institute of Photography	132
Bruno Studios	174
Burke & James, Inc.	22, 162
Burleigh Brooks Co.	136
Busch Precision Camera Corp.	38
Cambridge School of Photography	148
Camera Corner, Inc.	164
Camera Corp. of America	101
Camera Craft, Inc.	140
Camera House, The	162
Camera Men, The	130
Camera News Photographer	162
Camera Place, Inc., The	92
Cameras by Mail	180
Camera Services, Inc.	168
Camera Shop, Inc.	172
Camera Specialty Co., Inc.	115
Campbell & Co., Ray	166
Capital Camera Exchange	88, 180
Carrolls' for Color	150
Caulk School of Photography	92
Cavern City Camera Shop	182
Central Camera Company	135
Certified Photo	182
Chandros	128
Chemoptics Inc.	150
Chess United Co., Inc.	109
Chicago Camera Co.	86
Chicago School of Photography	166
Chromart Laboratories	160
Chromex Films	130
CinKlox Camera Company	124
Ciro Cameras, Inc.	112
Cisco	181, 182
Cleveland Color Service	138
Cohen's Exchange, Inc., Abe	30
Colonial	108
Color Craft, Inc.	152
Columbus Photo Supply	98, 99
Commonwealth Pictures Corp.	122
Compco Corp.	167
Connecticut Academy of Photography	188
Conway Camera Co.	114
Craftsmen's Guild	169
Craig Manufacturing Co.	127
Da-Lite Screen Co., Inc.	123
Dassonville Co., Ltd.	23
Davidson Manufacturing Co.	168
Defender Division of E. I. du Pont de Nemours & Company (Inc.)	3
DeJur Amsco Corporation	131
Delta Photo Supply	132
De Mornay-Budd	116
Detroit Color Lab.	175
Devco Sales	177
Developix	170
Dover Film Corporation	157
Duval School	158
Dynamic Color Laboratories	181
Eastern Photo Labs.	168
Eastman Kodak Company	Fourth Cover
Edmund Salvage Company	28
Edwal Laboratories, Inc., The	105
Edwards Fine Grain Laboratory	161
Eight-Sixteen Film, Inc.	129
Electro Research Corp.	96
Electronic Photo Devices, Inc.	179
Engel Art Corners Mfg. Co.	180
Enteco Industries	156
Eureka Specialty Printing Co.	86
Eveready Color Laboratories	114
FR Corporation	34
Fedco Products	14
Federal Mfg. & Engineering Corp.	36
Filmart	174
Fort Worth School of Photography	128
Foto Portrait Co.	150
Fotoshop, Inc.	136
Franklin Photographic Industries, Inc.	120
G-M Laboratories, Inc.	93
Galef & Son, Inc., J. L.	25
Gamerman's	142
Ganz, Co., A. J.	169
General Camera Co.	102-103
General Camera Repair Shop	182
General Electric	21-91
Gevaert Co. of America, Inc.	143
Gilmat Photo Specialty	161
GoldE Manufacturing Co.	106-140
Graflex, Inc.	83
Graham Scientific Instrument Co.	178
Guide-Pix	182
Gundlach Manufacturing Corp.	156
H-C-E	130
Haber & Fink, Inc.	24
Harrison Studios	151
Haynes Photometer Co.	138
Heiland	161
Helio Photo Service	173
Hill Mfg. Co.	182
Hobby Camera Store	189
Hoggson and Pettis	148
Hollywood Film Enterprises, Inc.	120
Hollywood Glamour Filter	124
Hollywood Photo Manufacturing Co.	142
Hollywood Photo Supply Co.	179
House of Photography	152, 180
Houston School of Photography	181
Hub Mail Film Service	188
I-D-Cal Co.	156
Ilex Optical Company	42
Independent Photographers Guild of America	88, 130, 170
Industrial Research Films	182
Intercontinental Marketing Co.	137
International Photo Co.	160
Iris Movie Library	120
J. H. Photo Lab.	181
Jaegers, A.	142
Kalart Company, Inc., The	43
Keystone Mfg. Co.	133
Kingdon Photo Accessories Co., Inc.	178
Kinnard Company	171
Kin-O-Lux, Inc.	126
Klein & Goodman Inc.	165
Kolorprince	142
Kryptar	166
Leitz, Inc., E.	35
Levine & Sons Co., Geo.	10, 11
Little Cottage Shop	150
Long Island Book Bindery	172
Lutz, Andrew E.	165
Mail Order Supply Co.	176
Mailway Enterprises	114
Manhattan Photo Service	181
Marshall's Photo-Oil Colors	159
Marshall's	170
Maxs Jamaica Camera Store	168
Mendelsohn Speedgun Company, Inc.	13
Metal Products Company	106
Mico Photo Products Co.	86
Mills Photographic Eng. Lab., The	152, 181
Miniature Film Supply Co.	179
Minican Photo Labs.	162
Minifilm Camera Exchange	111
Minilabs, Inc.	88
Minlargements	165
Model Film Co.	164
Mole Richardson Co.	153
Mon-Blanc Chemical Co.	144
Morgan Camera Shop	181

ADVERTISER	PAGE NO.
Morse Instrument Co.	100
Mostow Company, The	92
Motion Picture Institute of the U.S.A.	128
Moyse, C. T.	181
McMorrow, Berman & Davidson	173
Nash Color Laboratories	165
National Capital Processing Laboratories	100
National Cine Lab.	130
National Cinema Service	126
National Instrument Corp.	110
National Photo Coloring School	141
National Photo Labs.	170
National School of Photography	170
Nega-File Company, The	88
Newton Photo Products	160
New York Camera Exchange	178
New York Institute of Photography	27
New Yorker Film Co.	146
O. K. Photo	181
Olden Camera & Lens Co.	95, 94
Optical Film Engineering Company	167
Outcalt Co., Miller	122
Pacific Coast Film Co.	170
Pacific Color Slide Co.	144
Peerless Camera Stores	32, 33
Penn Camera	5
Perk Print Products	172
Petrov Photographic Technical Service	181
Photocenter	170
Photographic Age	37
Photographic Products	175
Photographic Society of America	174
Photo Lab., Inc.	174
Photo Lens Co., Inc.	174
Photomammoth Murals	181
Photo Research Corporation	8
Photoslides	172
Photo Sphere Co., Inc.	148
Phototron Corp.	19
Plastigraph Corp.	96
Ponder & Best, Inc.	108, 122
Positive Print Co.	181
Progressive School of Photography	177
Projection Print Photo Service	182
Quick-Set, Inc.	128
Rabsons	106
Radiant Mfg. Co.	129
Radio Ham Shack, Inc.	138
Rainbow Color Prints	163
Ramlose Photographic Equipment	154
Ray School, The	157
Reed & Reed Distributors, Inc.	128
Rembrandt Graphic Arts Co.	174
Revere Camera Company	121
Reynolds Photo Shop	120
Rhyce, Allen	180
Ritz School of Photography	114
Robely Laboratories, Inc.	162
Roehrig-Bielenberg Co.	173
Rosanne Laboratories	172
Rosicrucians, The	172
Roushon Institute of Photography	168
Royaltone Camera Store	41
Saymont Optical Instrument Co.	160
Schiff Camera Exchange, Jack	179
School of Modern Photography, The	84, 85
Sheets, Varnal L.	163
Shostal Press Agency, The	169
Shull, D. Paul	181
Shutterbug Shop	160
Simerl Mfg. Co., R. A.	180
Simmon Brothers, Inc.	113
Slide Supply Service	178
Smith Photo Studios	180
Smith & Sons Corp., James H.	31
Society for Visual Education	147
Southwest Photo Arts Institute	171, 172, 182
Spartus Camera Corp.	12
Spiratone Fine Grain Laboratories	156
Standard Fine Grain Services	160
Sterling Films, Inc.	130
Sterling-Howard Corp.	149
Stern & Company	178
Studio 35	132
Sturr Industries, Inc., A. W.	100
Super-Cam Products	155
Superior Bulk Film Co.	122, 130
Technical Devices Corporation	29
Technichrome Lab.	180
Teitel Laboratories	161
Texas Album Company	132
Top-Notch Photo	179
United Camera Exchange	18
United Camera Shop	173
Universal Camera Corp.	26
Universal Photo Service	169
Universal Yonkers Corp.	166
University of Houston	176
Viking Lensman	181
Vimax Company	159
Walter Labs.	157
Warp Arts Photos	181
Webster Brothers Laboratory	189
Westen's	107
Western Movie Supply Co.	88
Western Slides	181
Weston Electrical Instrument Corp.	97
Whitehouse Products, Inc.	158
Willoughbys	89, 96
Windman Brothers	178
Windsor Photo Services	182
Wolk Camera Company	104
Wollensak Optical Company	Third Cover
York Photo Mount, Inc.	182
Young America Films, Inc.	124

AT LAST! A PORTABLE ELECTRONIC SPEED FLASH EVERYONE CAN AFFORD

Reliance "BANTAM" Speed Flash

- Maximum light output. Guide No. = 240 on Fast Pan Film with normal development. Minimum carrying weight; entire power supply unit weighs only 7 lbs.
- All controls located on gun. (On-off switch, indicating ready lite, synchronizing adjustment and firing switch.) No controls on power supply, NO ELECTRICAL HAZARD.
- Compact power unit, 7" x 6" x 4". Batteries rechargeable, readily accessible, well ventilated, in cowhide carrying case with shoulder strap.
- Approximately 500 shots per battery charge. Lifetime flash tube guaranteed for 10,000 flashes. Light output better than No. 11 Flash Bulb. Daylight corrected, suitable for black-and-white or color shots.
- Fits any style camera that can be equipped with solenoid.

COMPLETE READY-TO-SHOOT $69.50 Fed. Tax Included

The Reliance "Bantam" Electronic Portable Speed Flash is ideal for Amateurs, Nite Clubs and News Cameramen

SYNCHRONIZATION GUARANTEED OR MONEY BACK

ORDERS FILLED IN SEQUENCE RECEIVED

HOBBY CAMERA STORE, 134 N. Wells St., Chicago 6, Ill.
Gentlemen:
Please ship at once ——— Reliance "Bantam" Speed Flash @ $69.50.
☐ Check or Money Order Enclosed ☐ Ship C.O.D.
Name .....
Address .....
City ..... Zone..... State.....
On purchases delivered in Illinois add 2%

See Our Ad in Classified Section

HOBBY Camera Store
134 NO. WELLS STREET • CHICAGO 6, ILL.

POPULAR with Camera Owners

An increasingly large number of camera owners are insuring their cameras, lenses, cases and other photographic equipment against loss by fire, theft and practically all risks under our broad, low-cost

"ALL RISKS" CAMERA FLOATER INSURANCE

Every camera owner needs this protection.

Automobile Insurance Company
Standard Fire Insurance Company
HARTFORD 15, CONNECTICUT

Please send me, without obligation, copy of your folder, "Picture This" and information on Camera Insurance.

ENLARGEMENTS

$1.00 for 36

35mm Film Developed 36—3¼x4½ Enlargements

ON DOUBLE WEIGHT MATTE PAPER
4x6 15c, in easel 25c
5x7 25c, in easel 40c
8x10 50c, in easel 75c
11x14 $1.00, in easel $1.50

Roll-Film—Developed and Printed 30c
All Film Developed—Fine Grain
Send for Mailing Bag

A'LANN PHOTO LABS
BOX 5, BROOKLYN 28, N.Y.

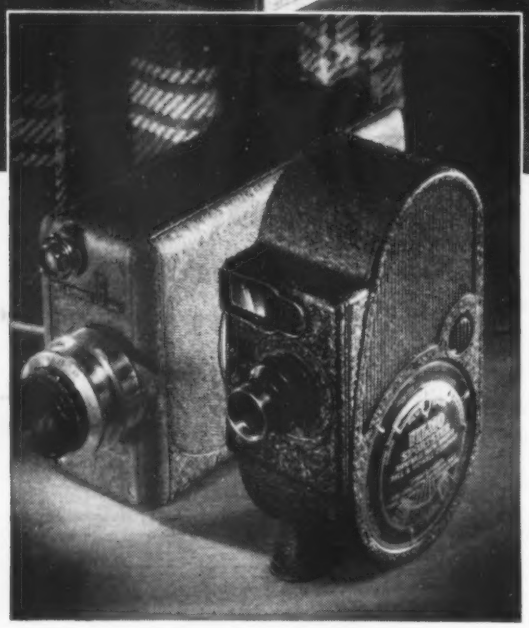
FOR INVISIBLE RETOUCHING of Kodachrome Prints

Webster Photocolors, specially processed to work in gelatin, leave nothing on the surface. Thus they are ideal for retouching color prints from color transparencies, and for retouching the transparencies themselves. **Introductory Set** of 15 colors and *Dye-Proofing* (the liquid frisket) in ⅓ oz. bottles, with Manual, **$3.75** postpaid. Order from local dealer or **Webster Brothers Laboratory, 53 W. Jackson Blvd., Dept. P-7 Chicago 4.**

FREE Color Chart

WEBSTER PHOTOCOLORS

Why Filmo Camera speeds are ACCURATE



Filmo Sportster, at right in photograph, uses economical 8mm film, makes truly fine movies in beautiful full color or brilliant black-and-white. It is small, light, easy to carry, and easy to use.

Filmo Auto Load Speedster, at left in photograph, is loaded in an instant with 16mm film magazines, color or black-and-white. It offers five camera speeds, single-frame release for animation work, and a superb Filmocoted lens.

When you set a Filmo Camera to run at 16 frames per second, or 24 or 64 or any other speed for which it is calibrated, you can be *sure* it will run at *precisely* that speed, from beginning to end of each scene.

This means you'll screen exactly the rate of action you want, and that your care in determining exposure won't be nullified by variations from anticipated shutter speed. That's especially important for color film.

Reason for this split-second accuracy is the B&H Electronic Timer which sets *all* the speeds of *every* Filmo Camera. Using the same unvarying electric current alternations that make electric clocks keep perfect time, this instrument tells when a Filmo is running at precisely the wanted speed. Then the camera speed control dial is marked at exactly the right setting position.

The Electronic Camera Timer is just one of many precise testing instruments developed by our engineers to keep Bell & Howell standards of quality far out ahead.

That's what we mean by precision-made!

For full information about Filmo 8mm or 16mm cameras or projectors or Filmosound 16mm sound film projectors, see your dealer or write to Bell & Howell Company, 7106 McCormick Road, Chicago 45. Branches in New York, Hollywood, Washington, D. C., and London.

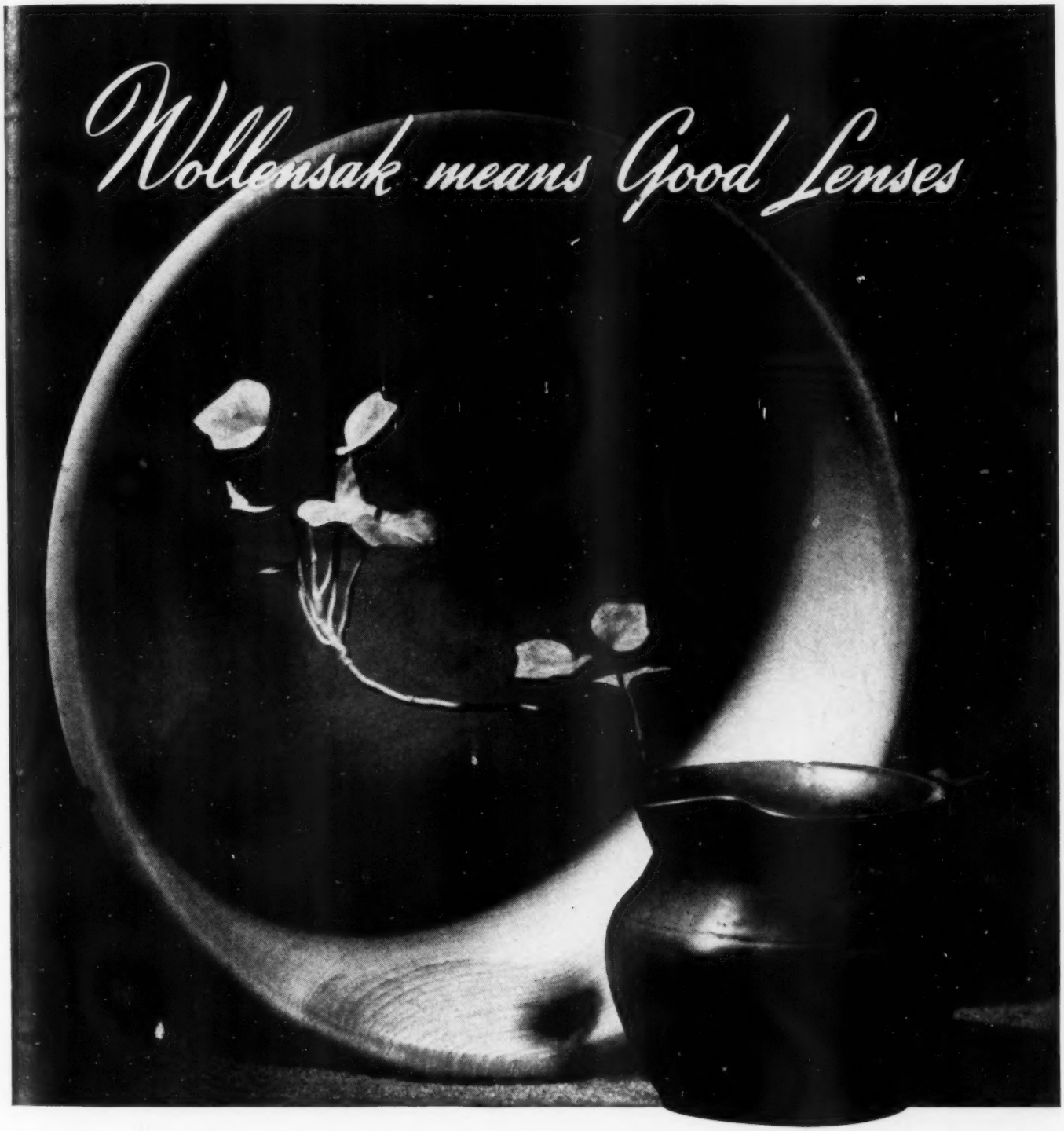
1907 40th ANNIVERSARY 1947

Precision-Made by

Bell & Howell

Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World

PRINTED IN U. S. A.



"The Salad Bowl" by David J. Stanley of Buffalo, N. Y. One of his most popular prints, it has been exhibited at 52 salons.

Mr. Stanley says, "Wollensak lenses embody all the high-quality characteristics I insist upon in my photographic equipment. I've used a Wollensak Enlarging Velostigmat for the past five years and am highly pleased with the sharp detail and brilliance it gives."

Improve *your* photography with a Wollensak.

Wollensak For Movies, Candid, Enlarging, Action, Stills

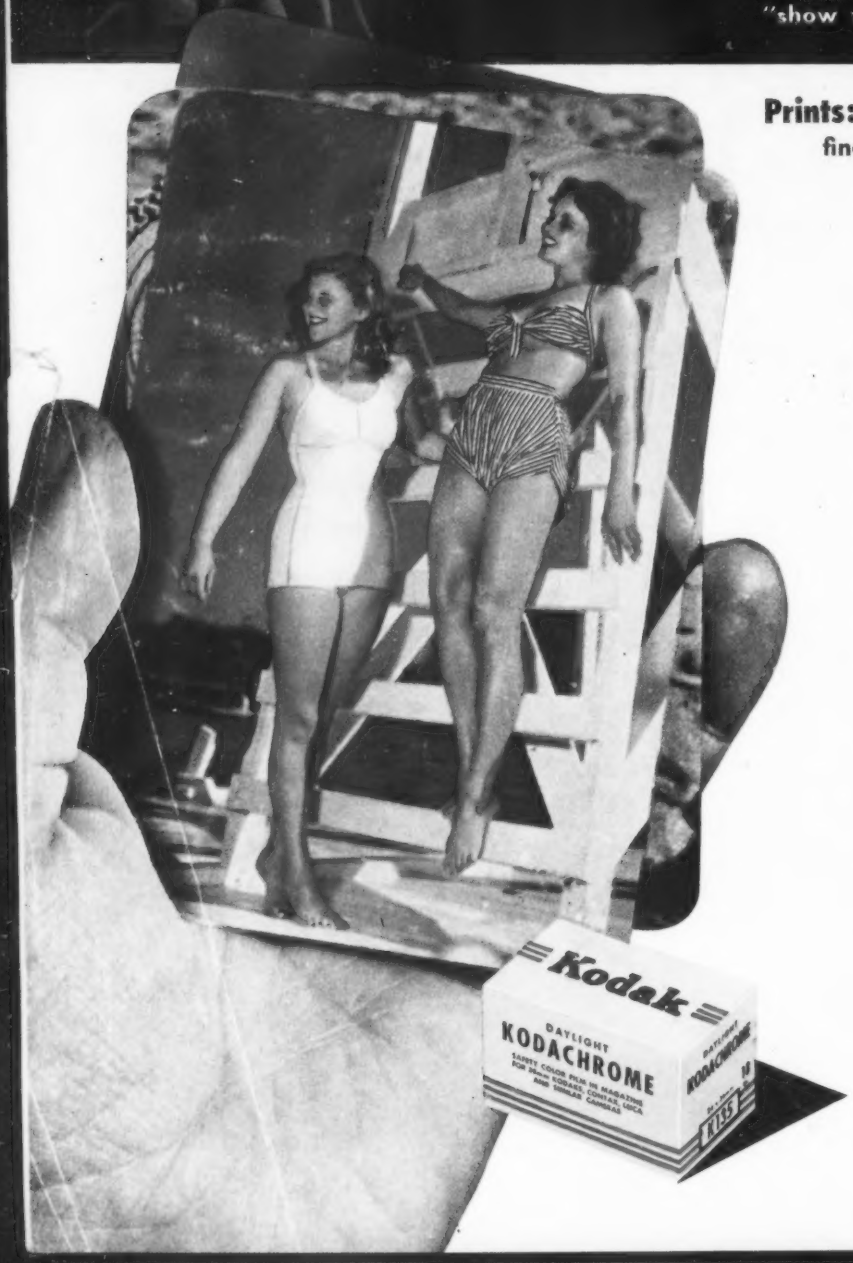
OPTICAL CO., ROCHESTER 5, N. Y., U. S. A.

PP-17-B141761-127
DETROIT PUB LBRY
PERIODICAL DIV
5201 WOODWARD AVE
DETROIT 2 MICH

Double Reward

from Kodachrome Film in your miniature camera

Projection: your projected Kodachrome transparencies are the "show window" of color photography.



Prints: Your Kodachrome Prints are fine examples of full-color printing.

SUMMER remains "very truly yours" when you load your miniature camera with Kodachrome Film . . .

For summer *is* color. How breathtakingly evident this becomes when your exposed film is returned through your Kodak dealer, finished without charge in the form of Kodachrome transparencies . . . and you project them on your screen with a Kodaslide projector!

Your second reward comes when you order Kodachrome Prints—and see how your friends respond to these full-color snapshots. Order the new, reasonably priced 3X size shown here . . . or larger or smaller sizes . . . through your dealer.

Start your color career—get Kodachrome *now* . . .

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.